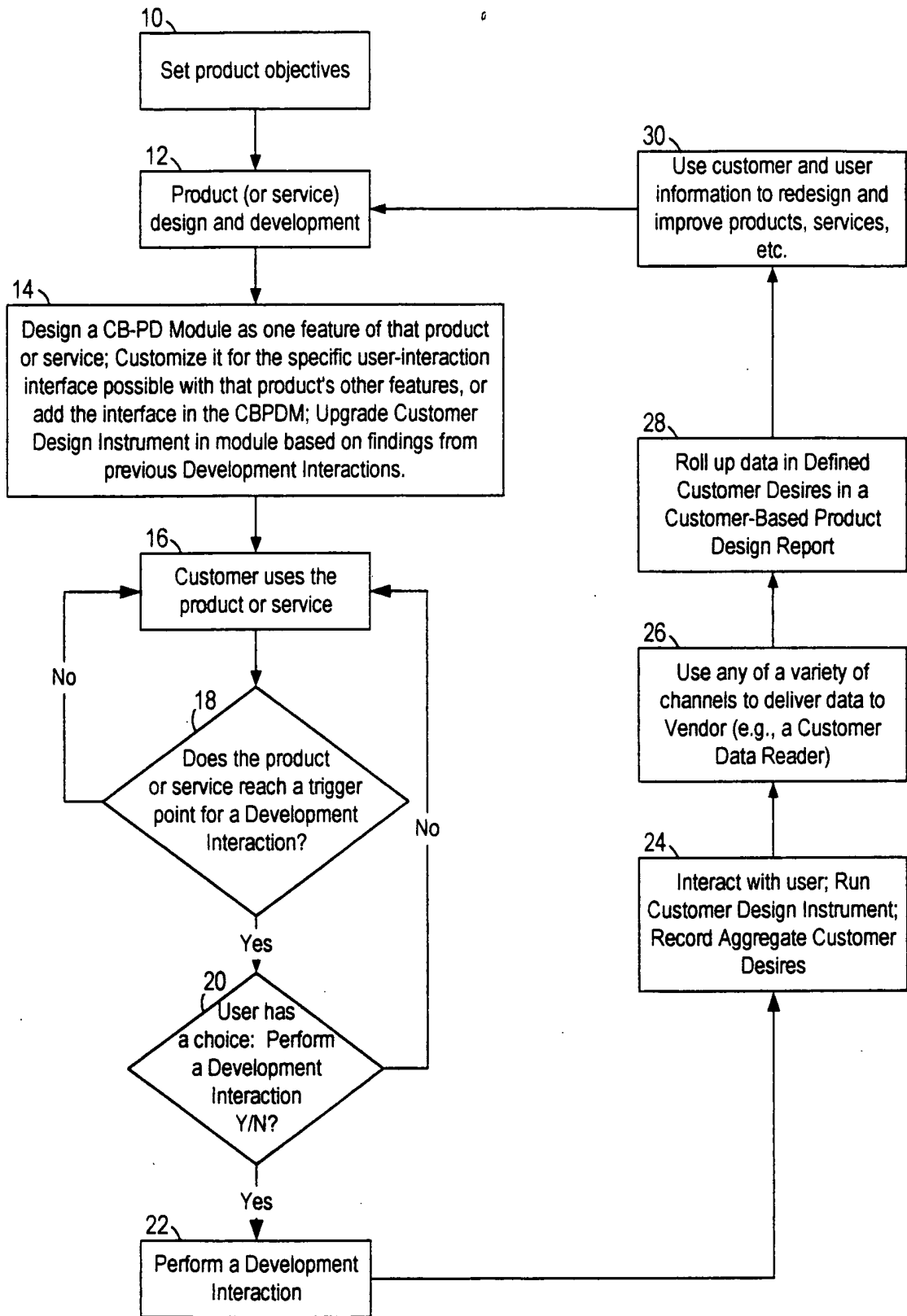


Figure 1



659997 16E99E60

Figure 2

40

42

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62

How much did you like or dislike the method that you just used to program the fax machine's user settings?

Strongly like Neutral Strongly dislike

1 2 3 4 5

> Enter your choice to continue, # to exit.

Figure 3

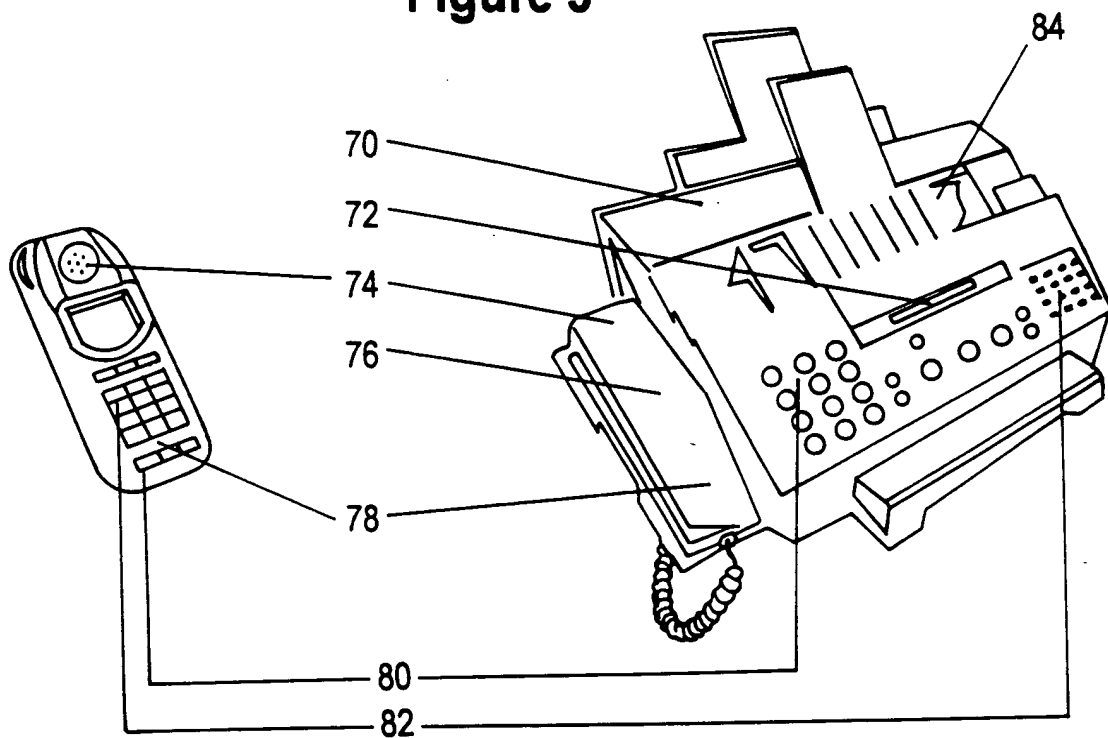


Figure 4

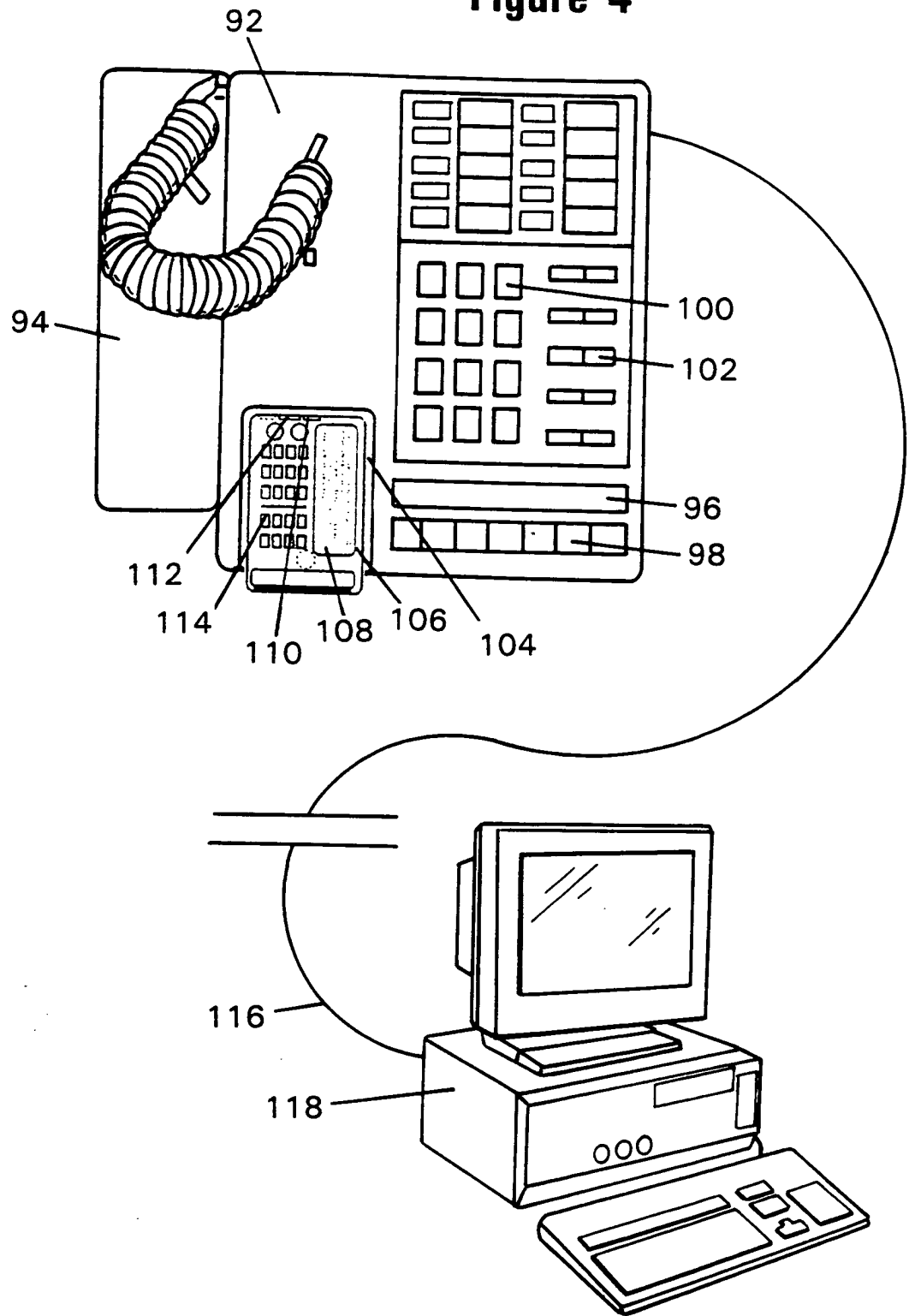


Figure 5

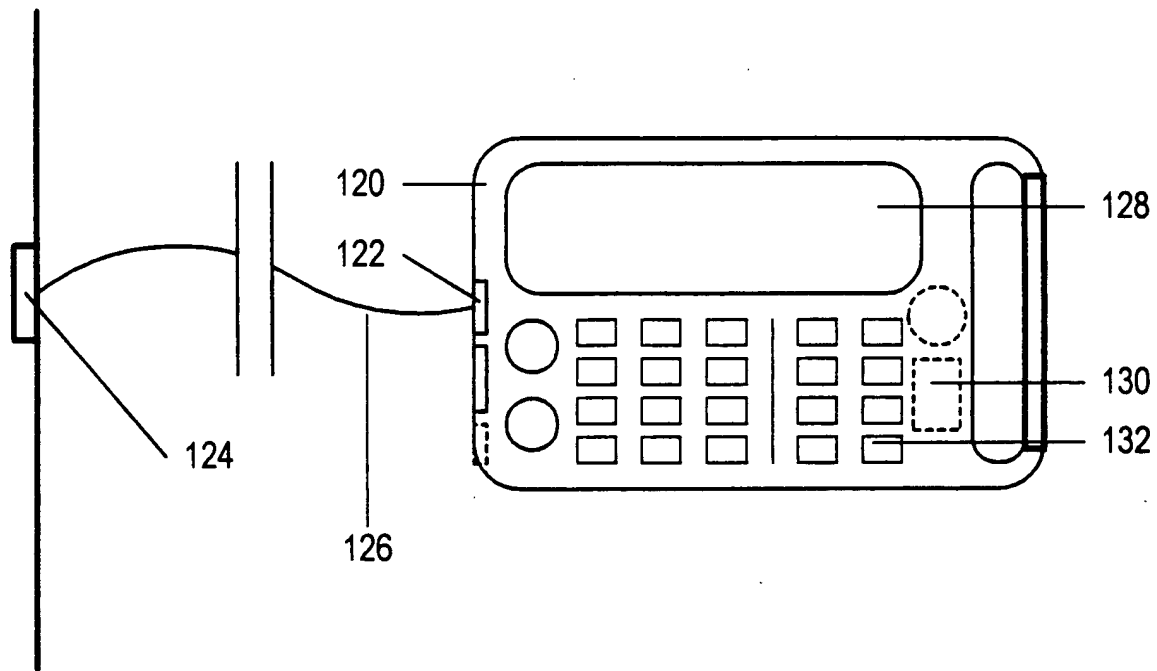


Figure 6

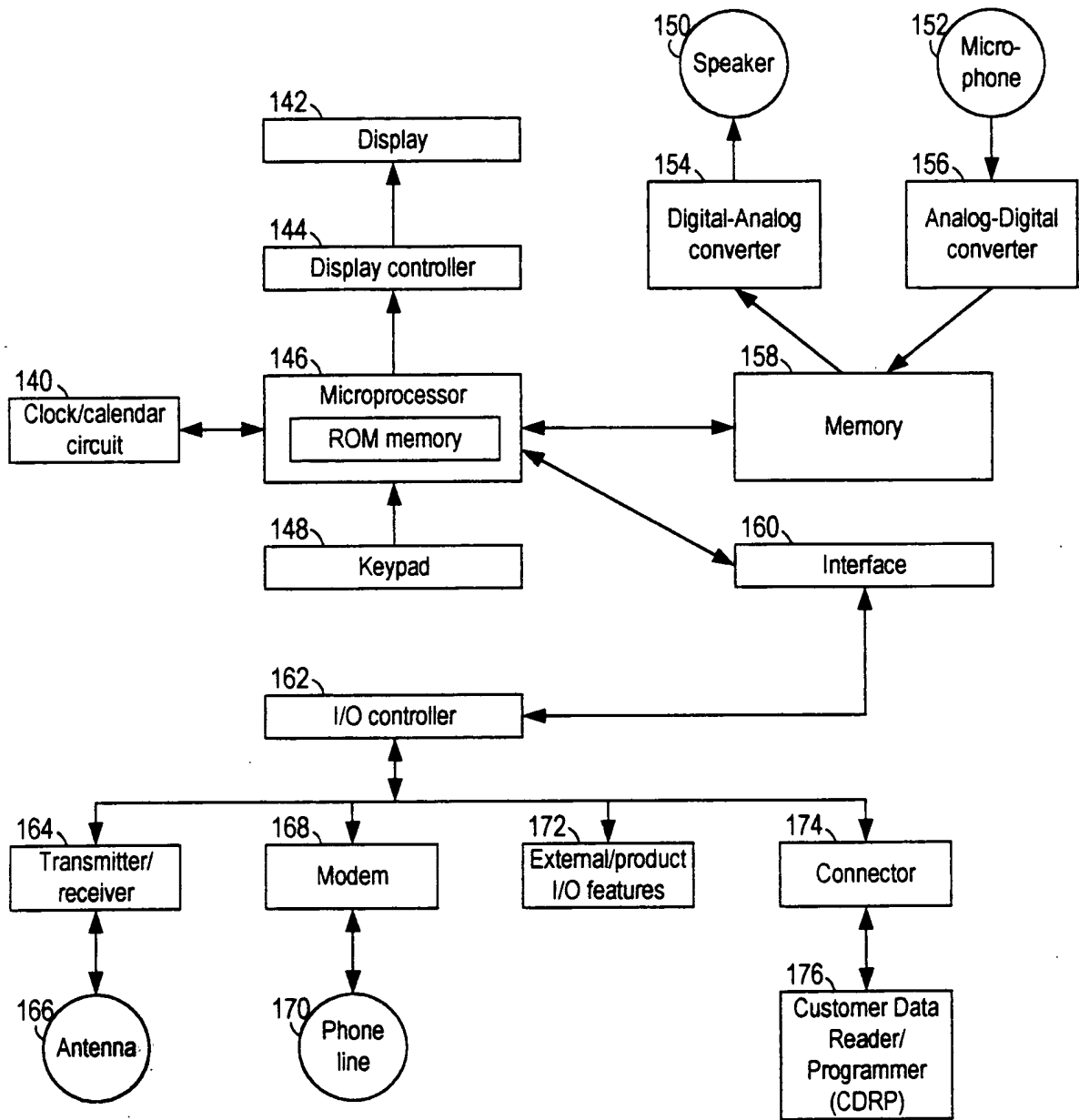


Figure 7

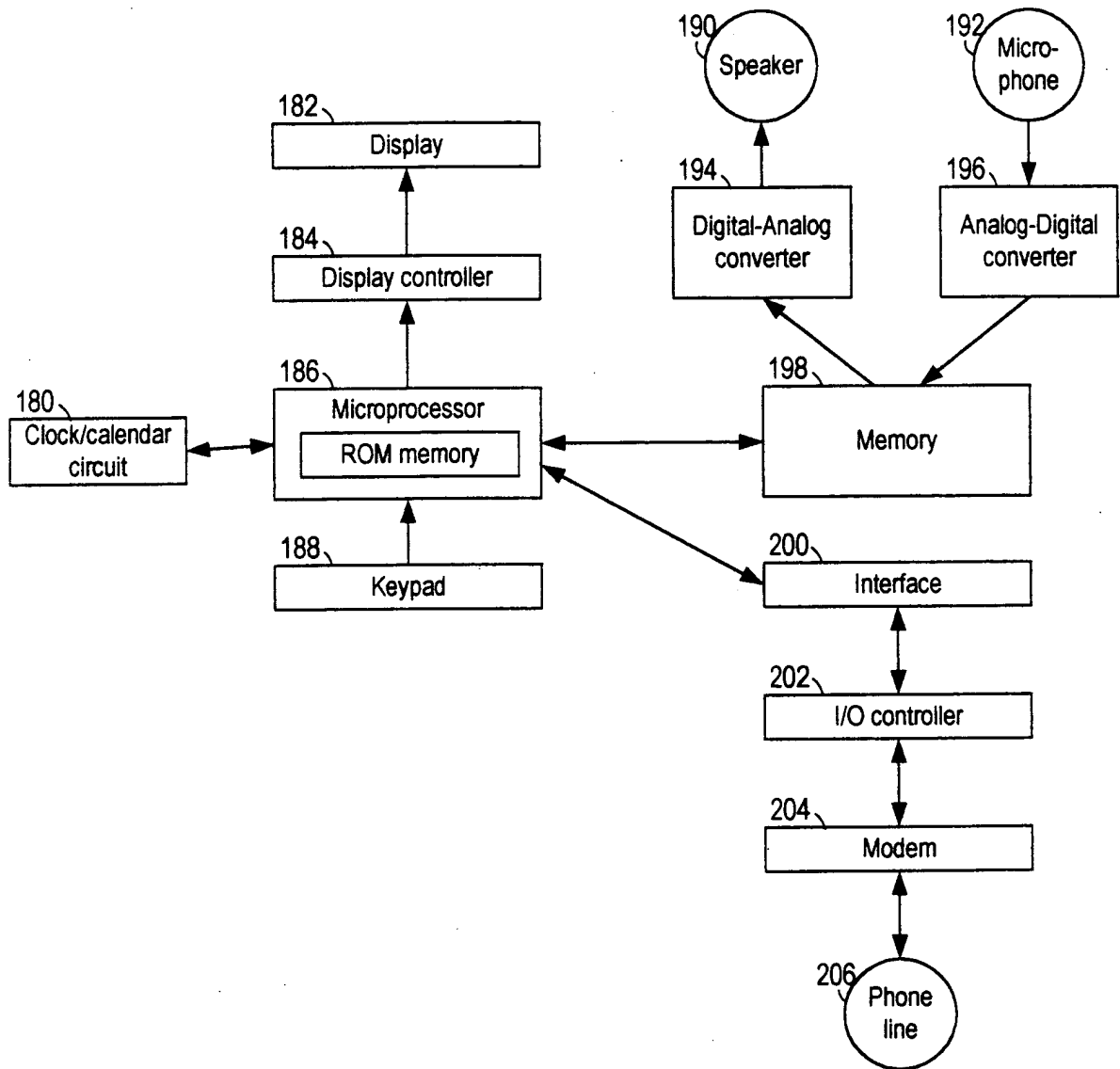
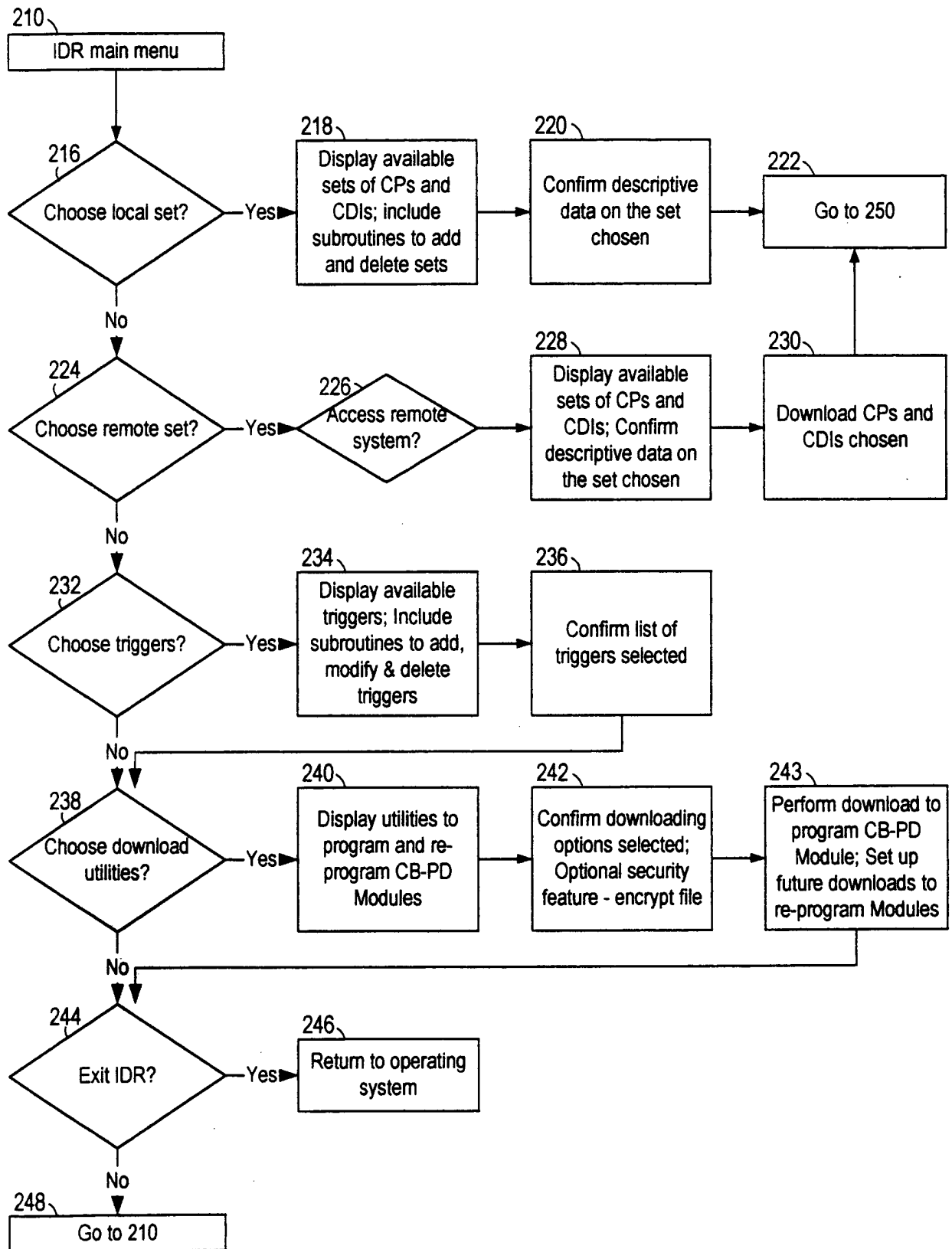
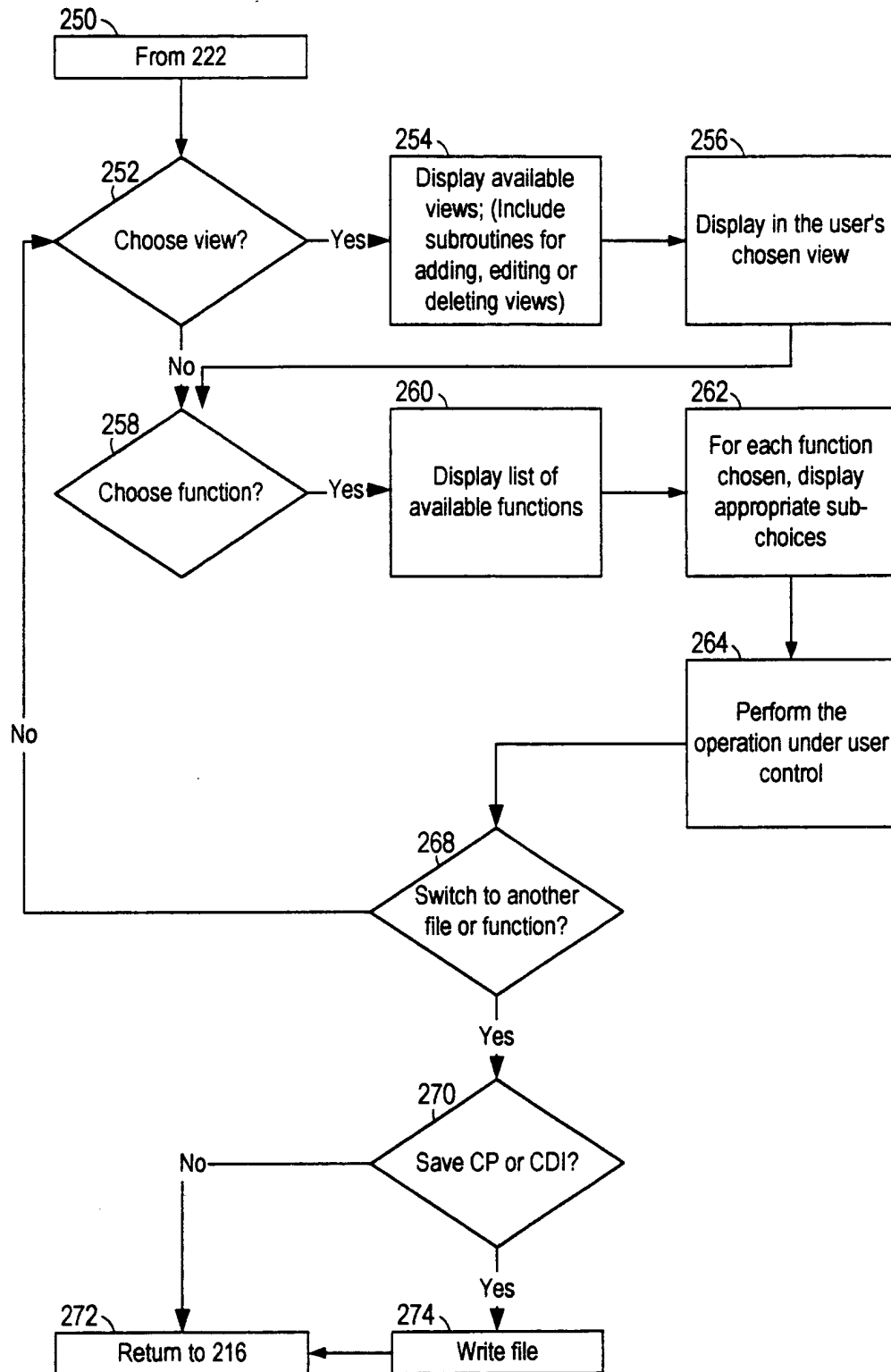


Figure 8



669080-1669660

Figure 9



669880" 16E96660

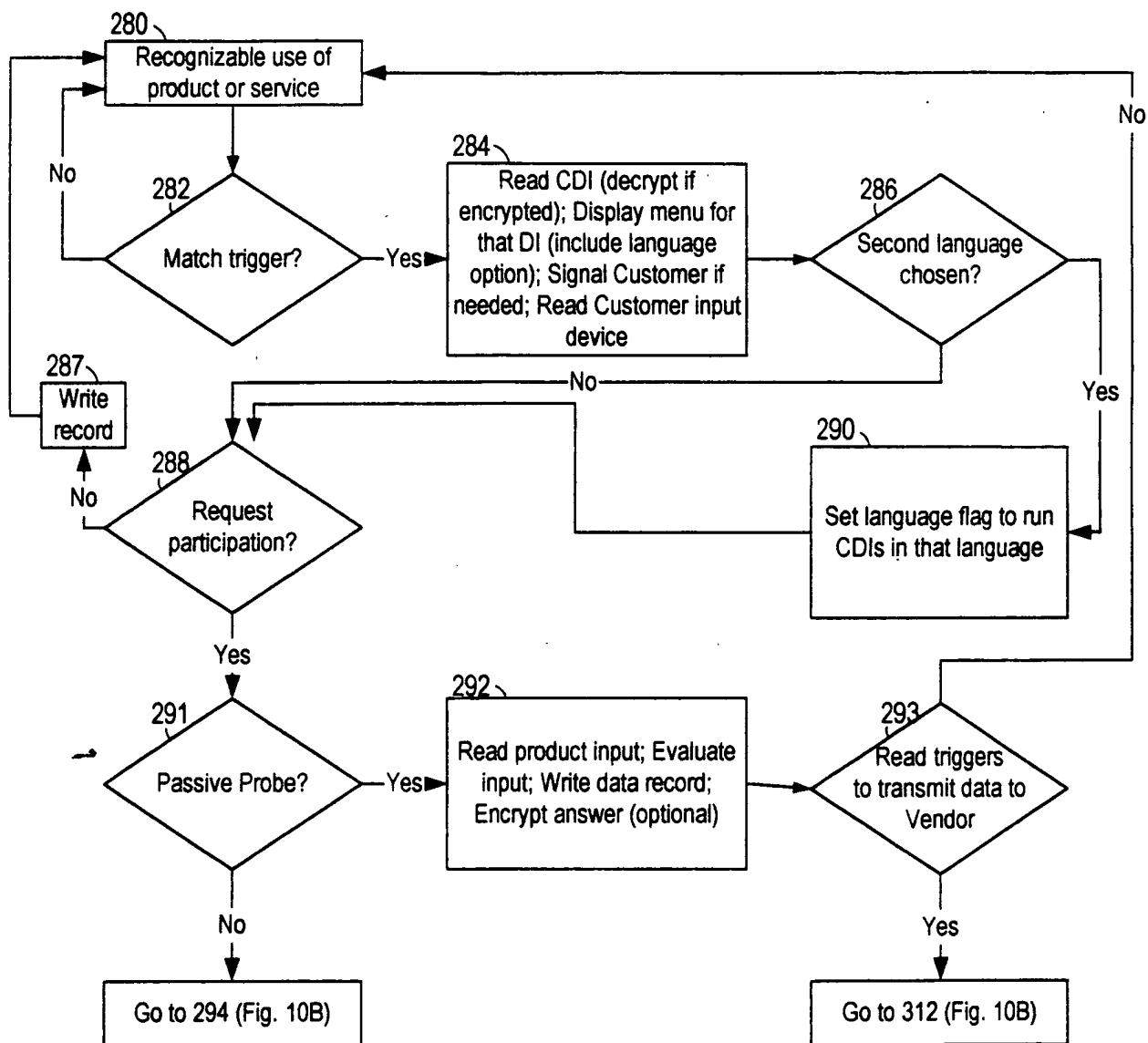
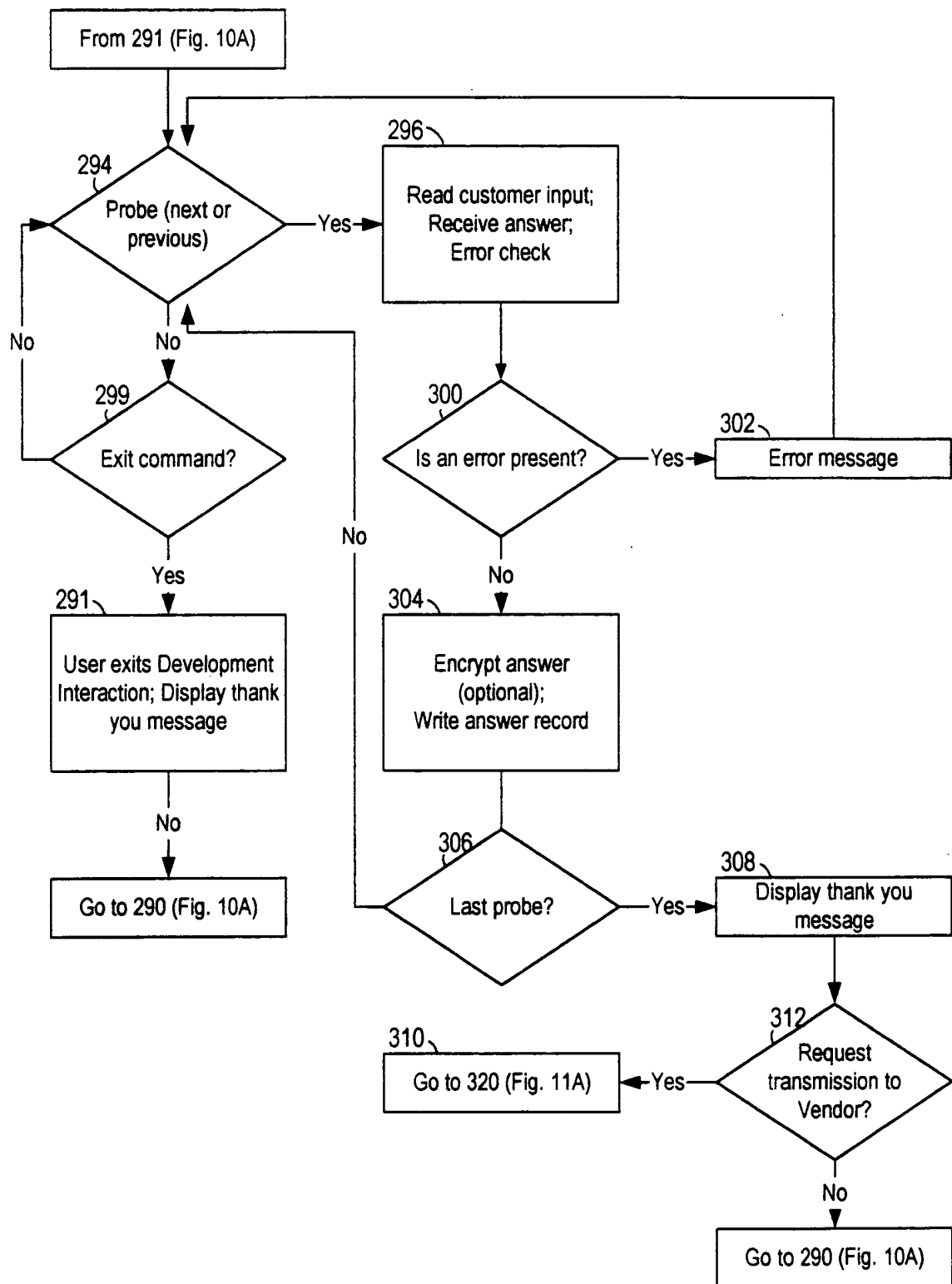
[illegible]

Figure 10B



00369391-080699
669887-169920

Figure 11A

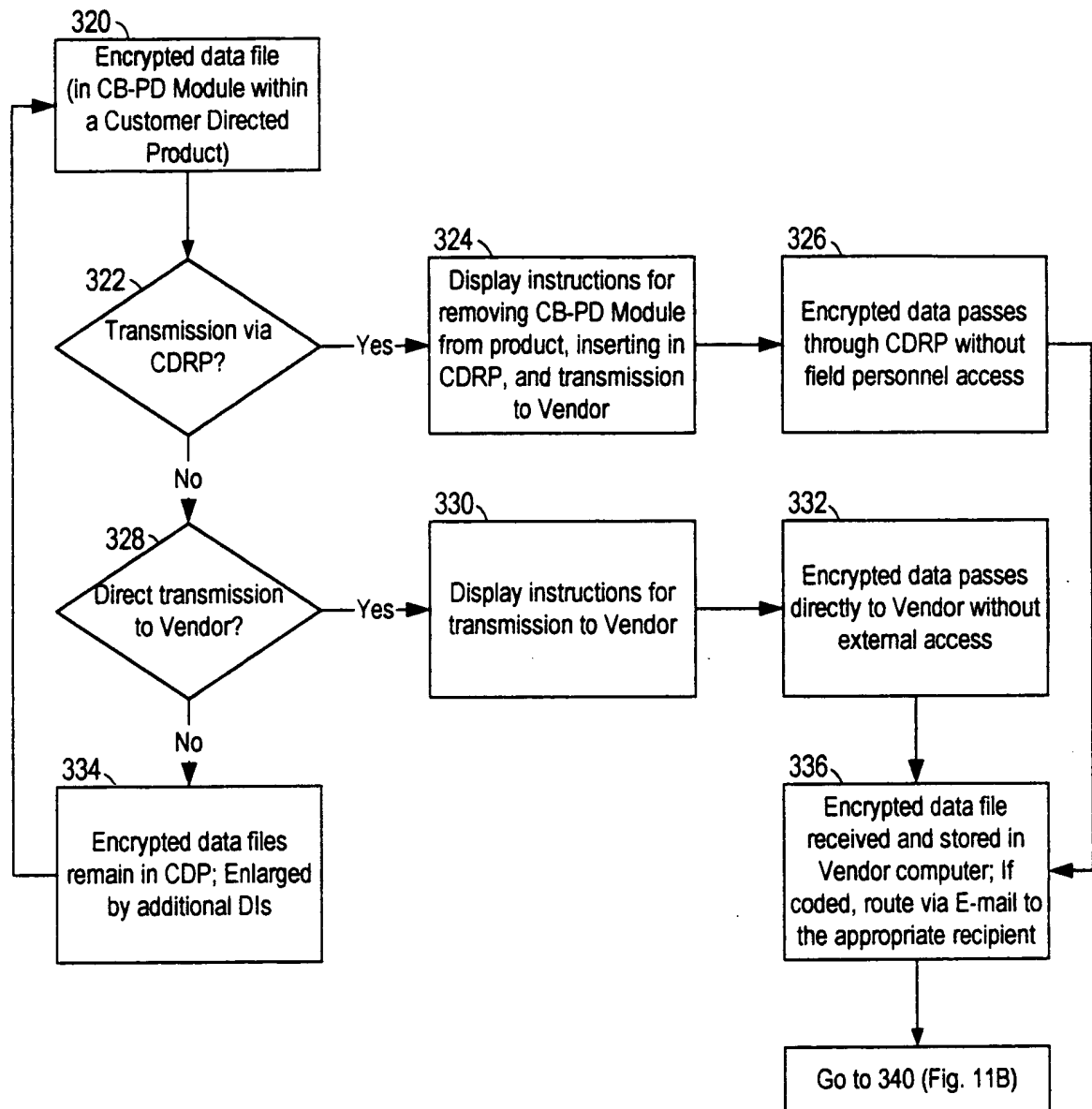
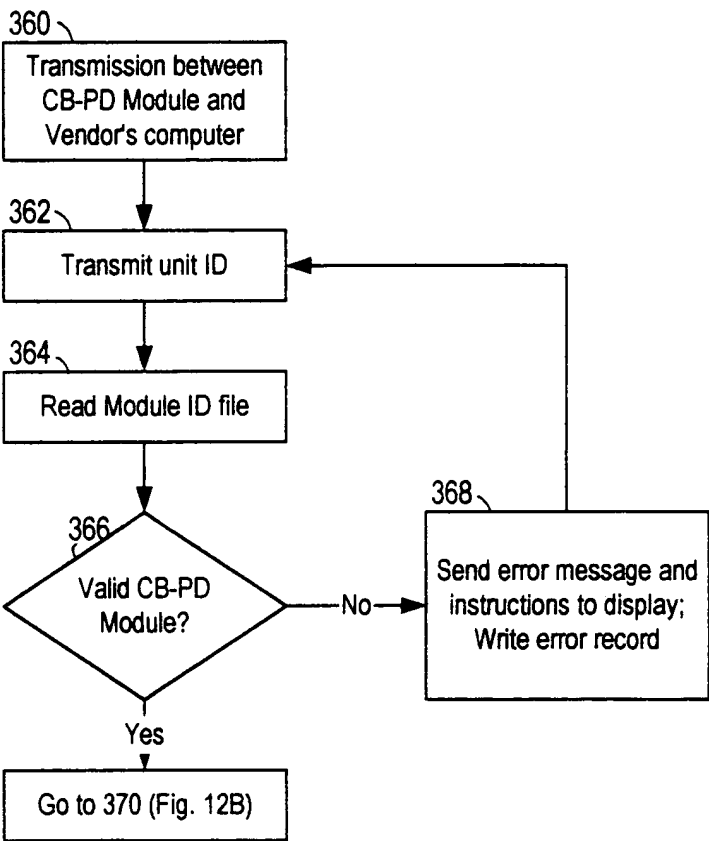
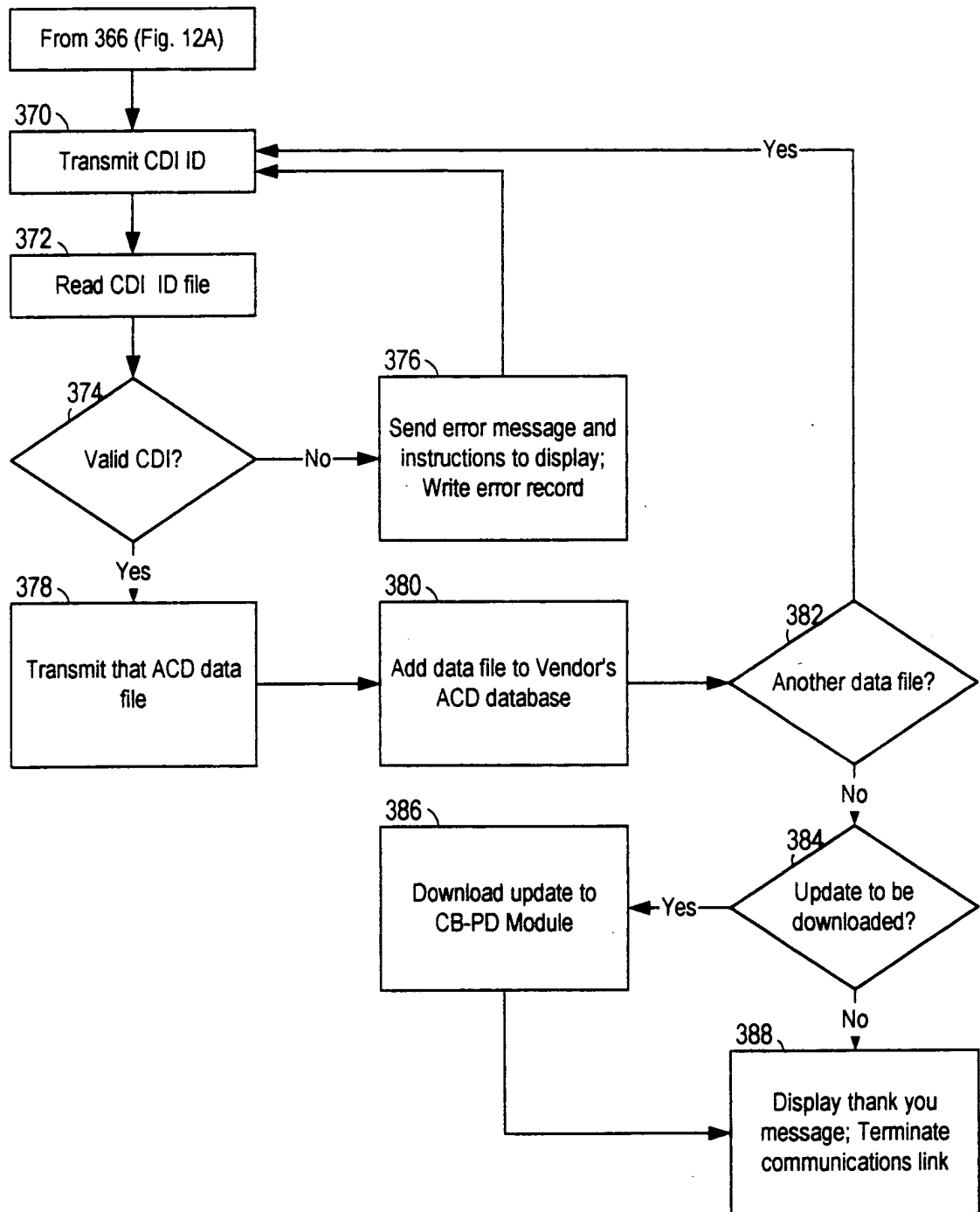


Figure 12A



663080" T.663080.60

Figure 12B



659080-1569360

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100	2101	2102	2103	2104	2105	2106	2107	2108	2109	2110	2111	2112	2113	2114	2115	2116	2117	2118	2119	2120	2121	2122	2123	2124	2125	2126	2127	2128	2129	2130	2131	2132	2133	2134	2135	2136	2137	2138	2139	2140	2141	2142	2143	2144	2145	2146	2147	2148	2149	2150	2151	2152	2153	2154	2155	2156	2157	2158	2159	2160	2161	2162	2163	2164	2165	2166	2167	2168	2169	2170	2171	2172	2173	2174	2175	2176	2177	2178	2179	2180	2181	2182	2183	2184	2185	2186	2187	2188	2189	2190	2191	2192	2193	2194	2195	2196	2197	2198	2199	2200	2201	2202	2203	2204	2205	2206	2207	2208	2209	2210	2211	2212	2213	2214	2215	2216	2217	2218	2219	2220	2221	2222	2223	2224	2225	2226	2227	2228	2229	2230	2231	2232	2233	2234	2235	2236	2237	2238	2239	2240	2241	2242	2243	2244	2245	2246	2247	2248	2249	2250	2251	2252	2253	2254	2255	2256	2257	2258	2259	2260	2261	2262	2263	2264	2265	2266	2267	2268	2269	2270	2271	2272	2273	2274	2275	2276	2277	2278	2279	2280	2281	2282	2283	2284	2285	2286	2287	2288	2289	2290	2291	2292	2293	2294	2295	2296	2297	2298	2299	2300	2301	2302	2303	2304	2305	2306	2307	2308	2309	2310	2311	2312	2313	2314	2315	2316	2317	2318	2319	2320	2321	2322	2323	2324	2325	2326	2327	2328	2329	2330	2331	2332	2333	2334	2335	2336	2337	2338	2339	2340	2341	2342	2343	2344	2345	2346	2347	2348	2349	2350	2351	2352	2353	2354	2355	2356	2357	2358	2359	2360	2361	2362	2363	2364	2365	2366	2367	2368	2369	2370	2371	2372	2373	2374	2375	2376	2377	2378	2379	2380	2381	2382	2383	2384	2385	2386	2387	2388	2389	2390	2391	2392	2393	2394	2395	2396	2397	2398	2399	2400	2401	2402	2403	2404	2405	2406	2407	2408	2409	2410	2411	2412	2413	2414	2415	2416	2417	2418	2419	2420	2421	2422	2
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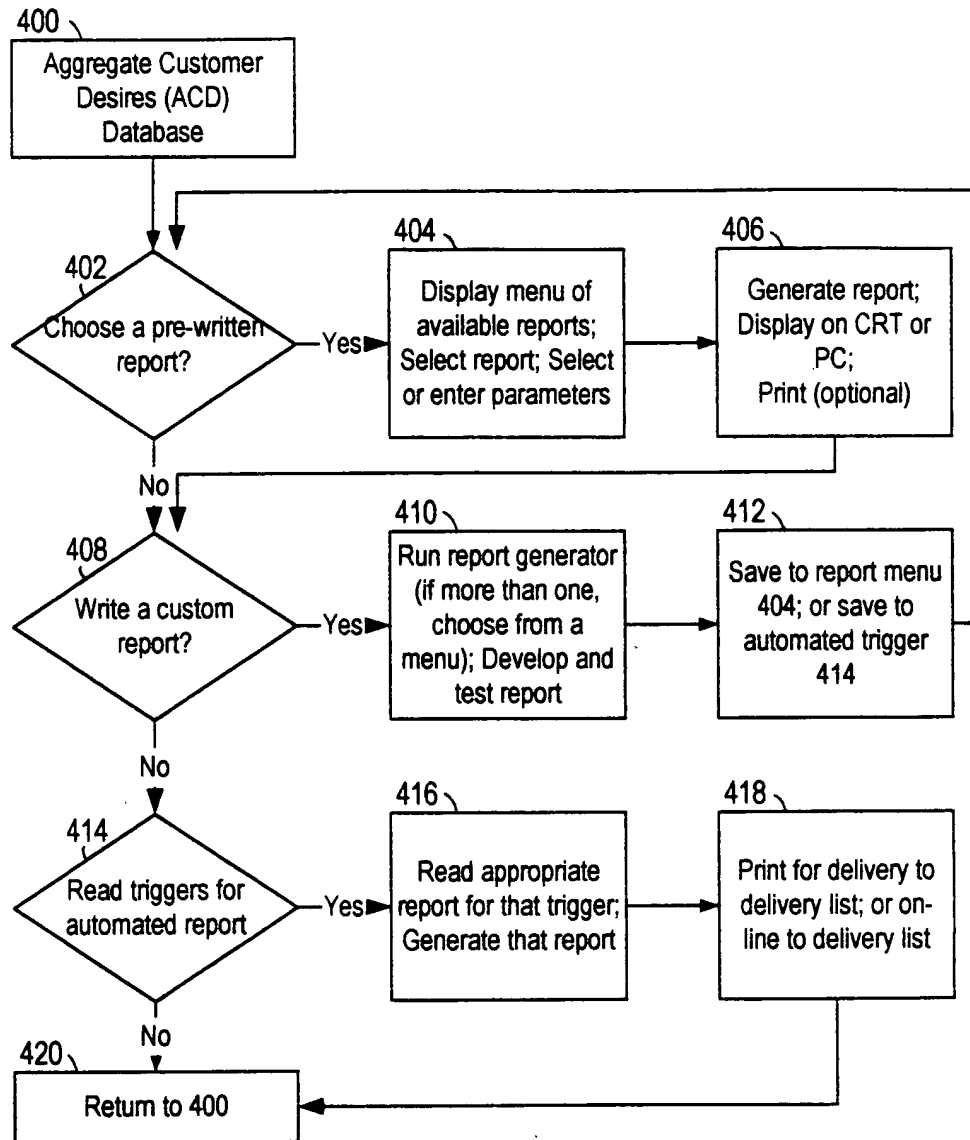
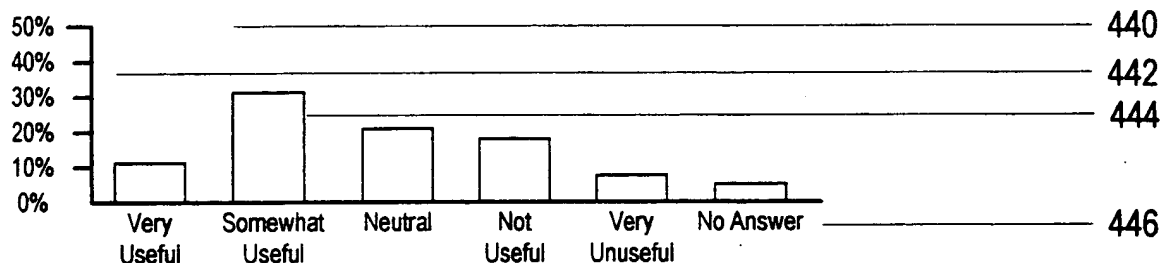


Figure 14

Probe #12: Function to calculate Net Present Value 430

How useful did you find this method of performing this type of calculation? 432

Very Useful	12%	423	434
Somewhat Useful	31%	1,086	436
Neutral	25%	884	438
Not Useful	18%	642	
Very Unuseful	8%	287	
No Answer	5%	191	



Customer comments: 448

Please explain how this calculation method helped or hindered your work: 450

- 1 Gives a good understanding of the interaction between different financial measures 452
- 1 I could experiment with the variables
- 2 This is easy to understand
- 2 Gave me a better understanding of the numbers
- 2 It focused on the key elements so I could think about the sensitivity points
- 3 Somehow the method and my numbers were not related. Although I spent time on it, it didn't help my decision.
- 3 Too easy to miss the big picture because of data overload. Too many numbers to manipulate.
- 4 There seemed to be more than was necessary.
- 4 Should be more instructive
- 5 Help!
- No Answer Can see consequences of different assumptions 454
- No Answer Helped understanding but took too many tries

Figure 15

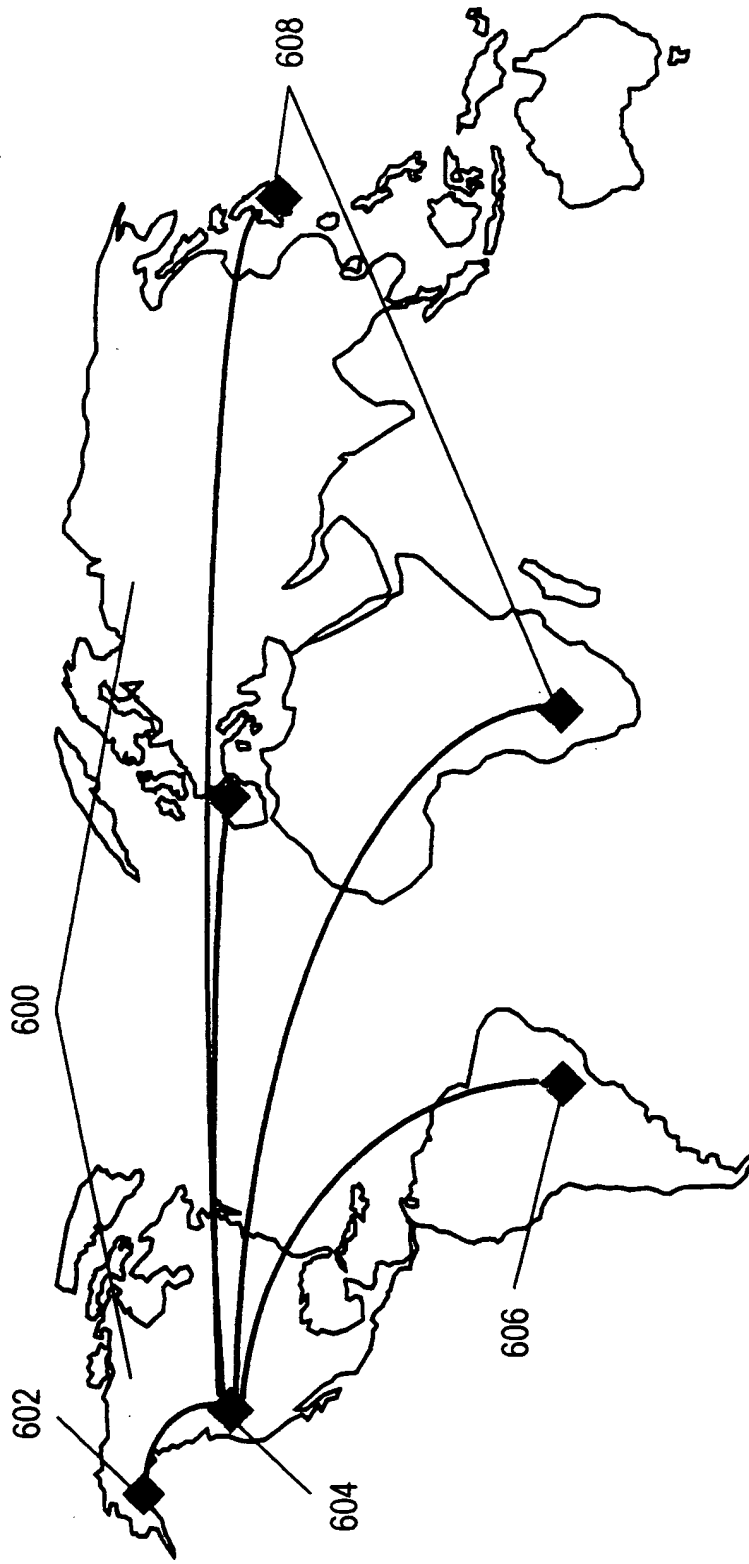


Figure 16

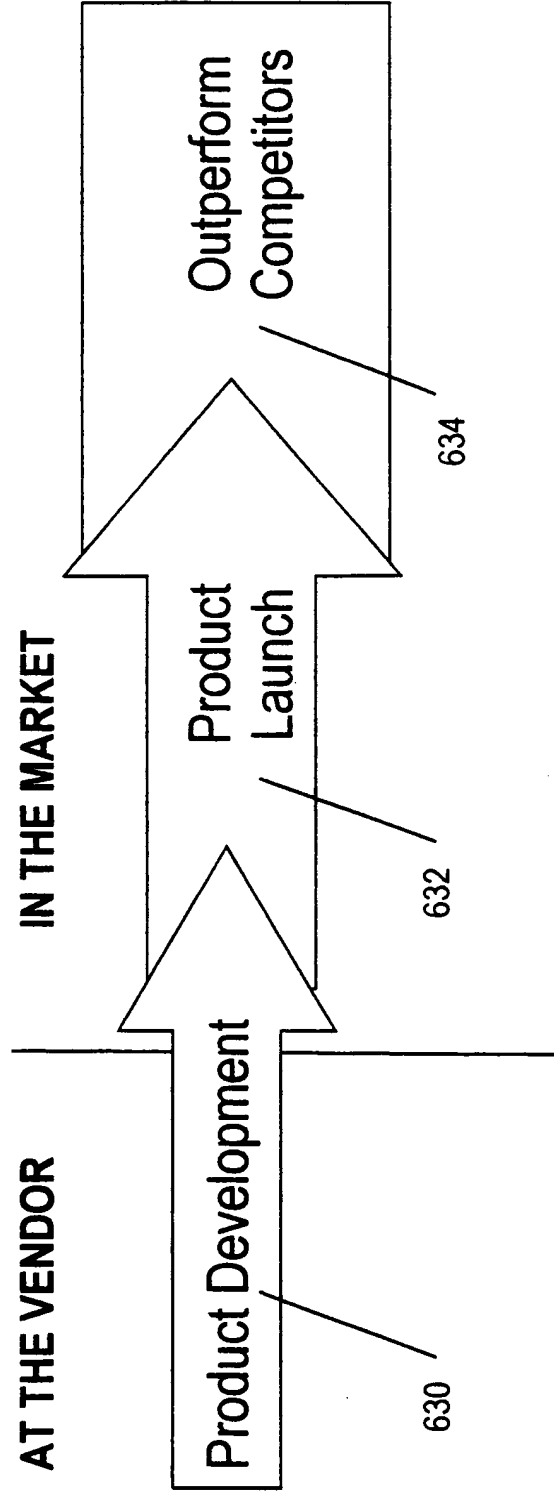


Figure 17

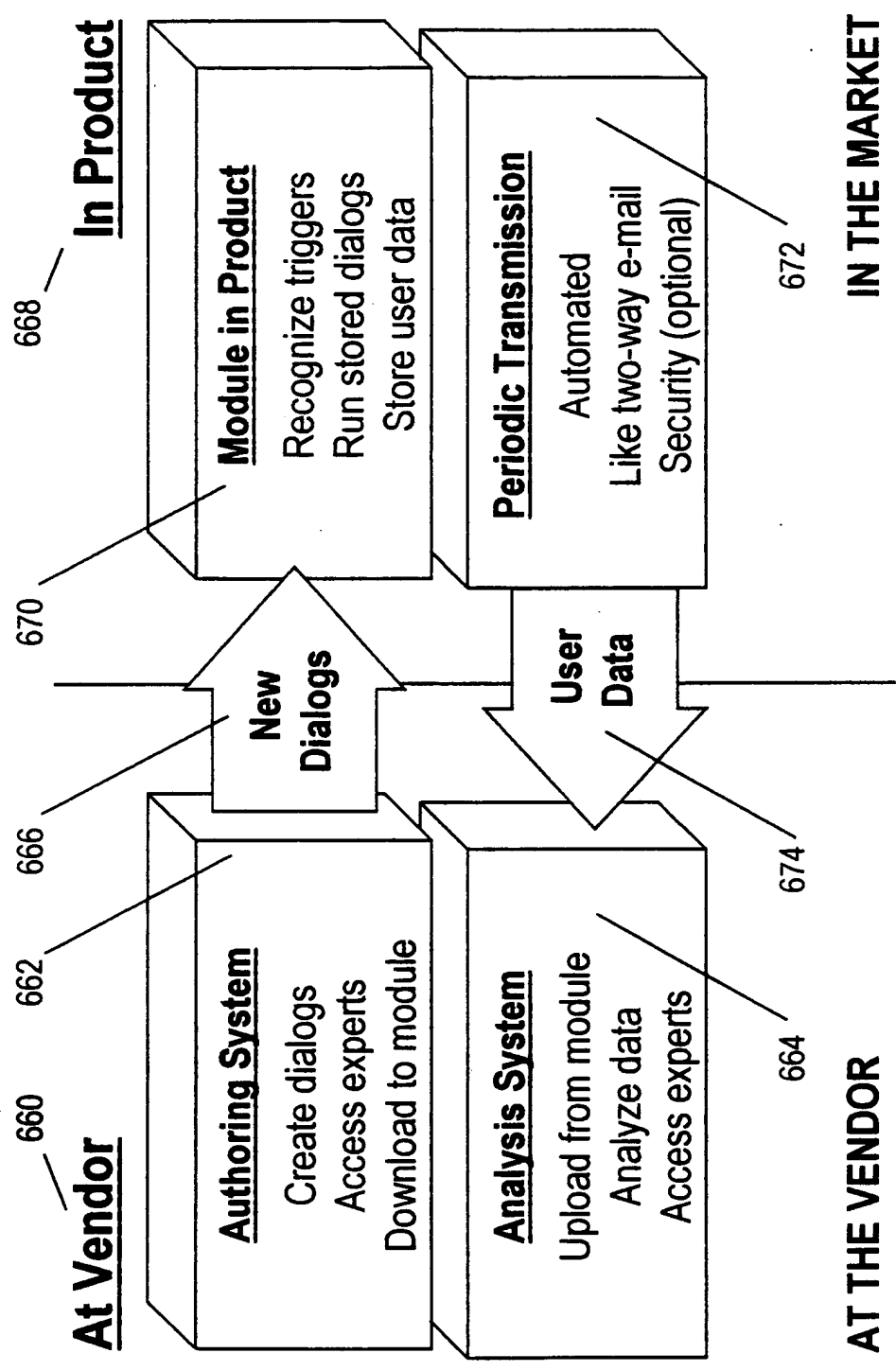


Figure 18

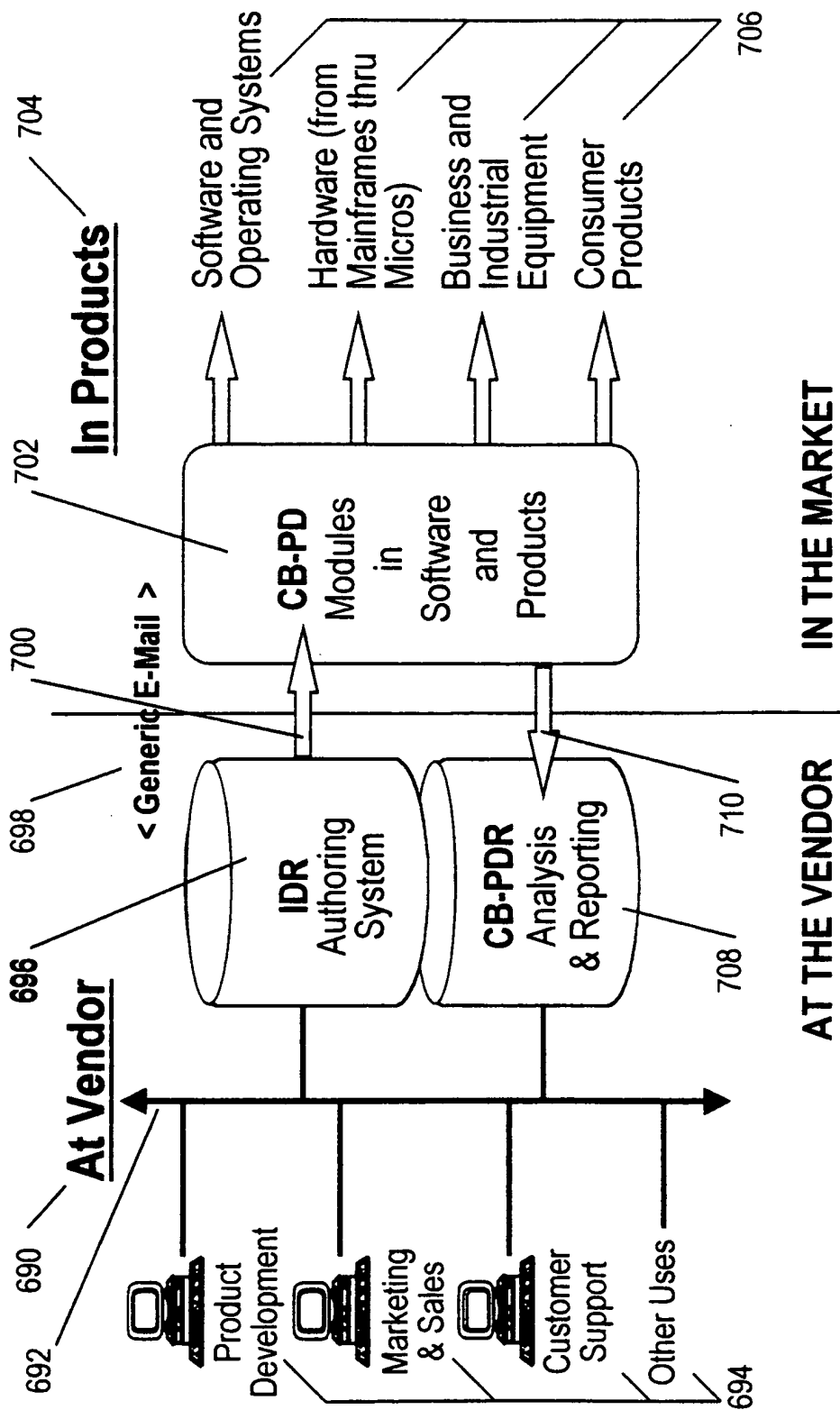


Figure 19

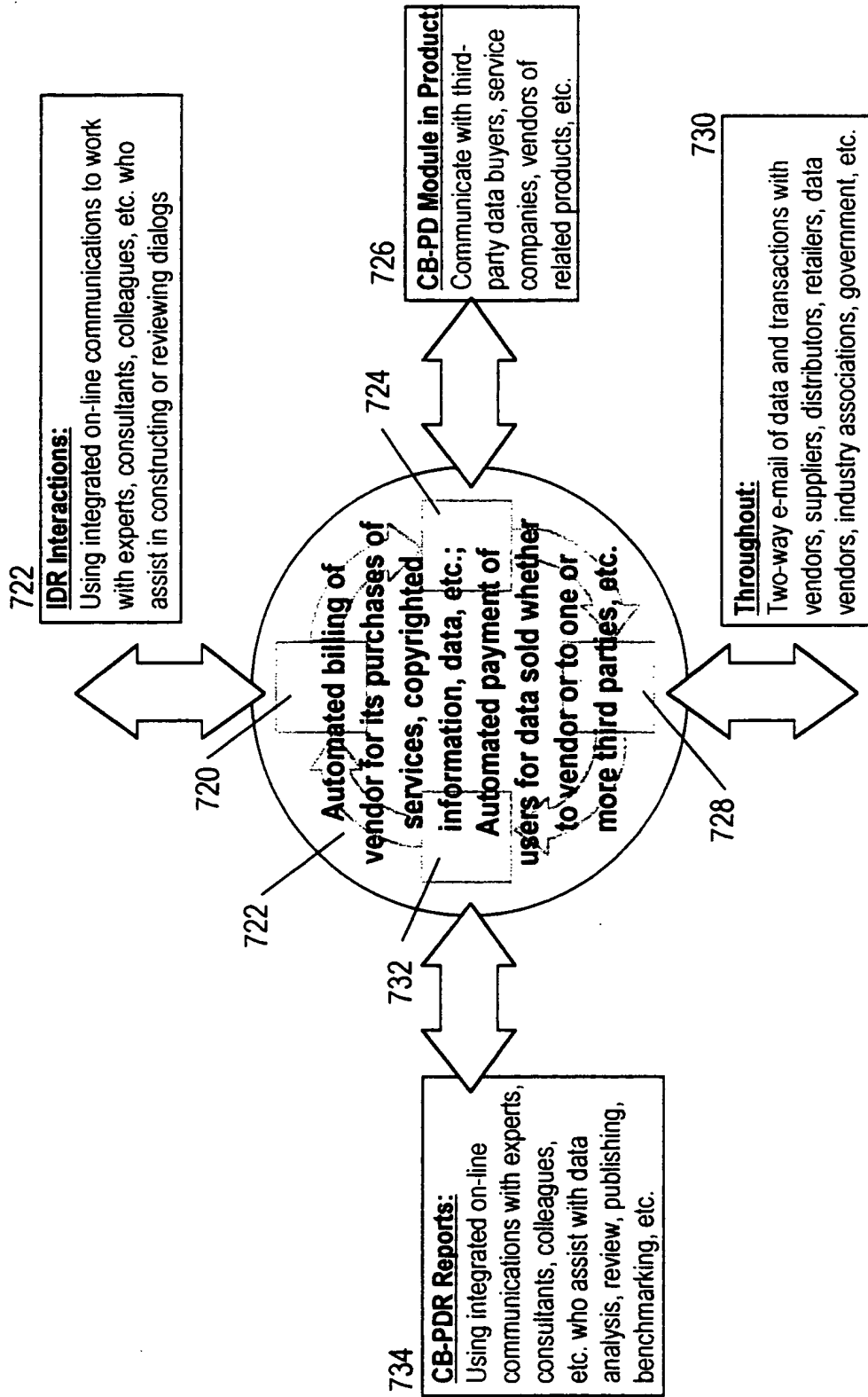


Figure 20

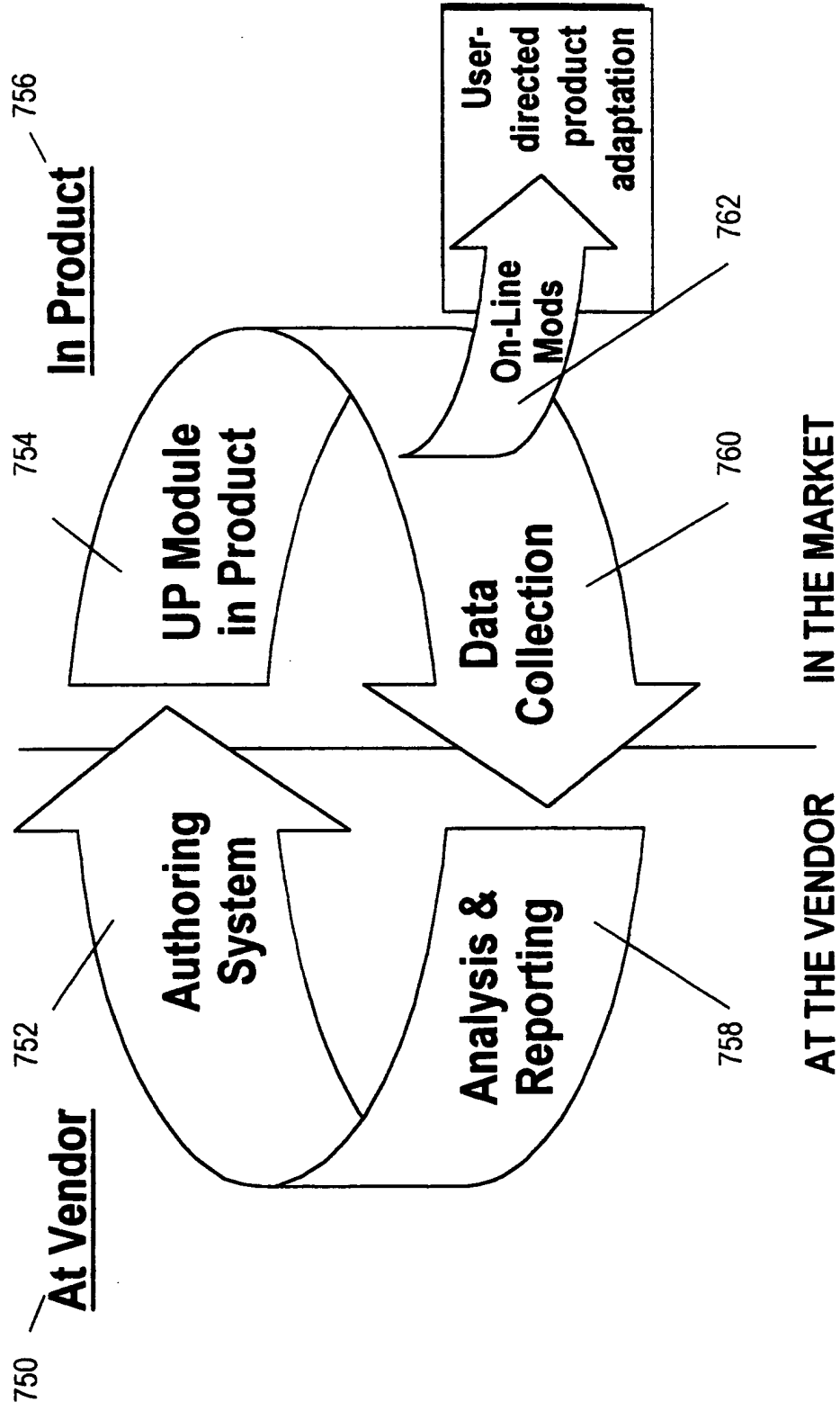
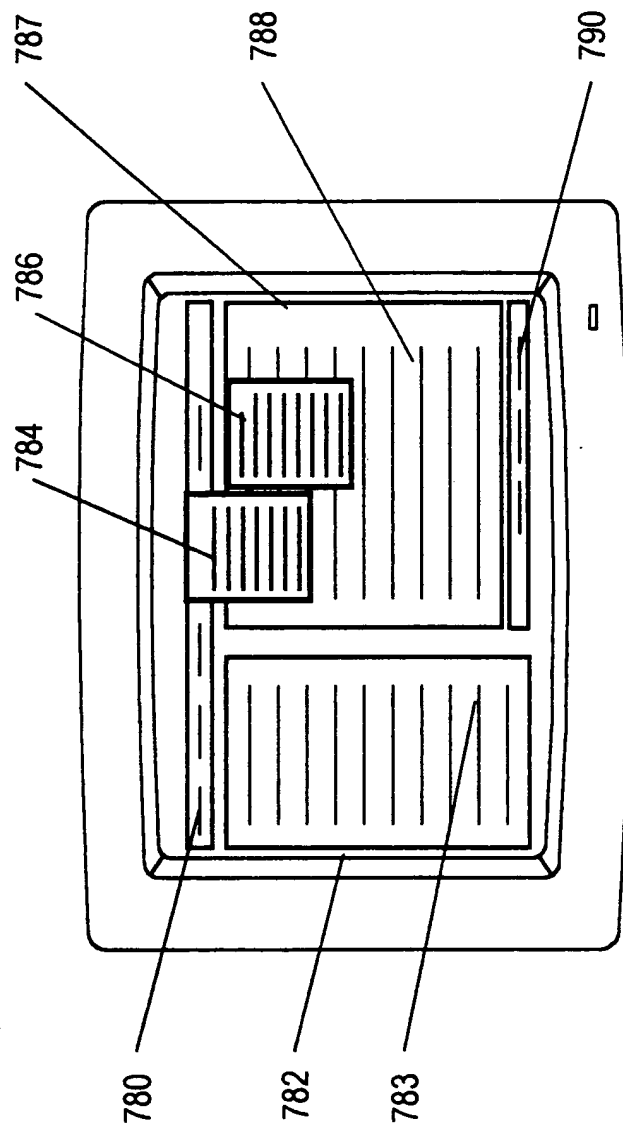


Figure 21



AT THE VENDOR

Figure 22

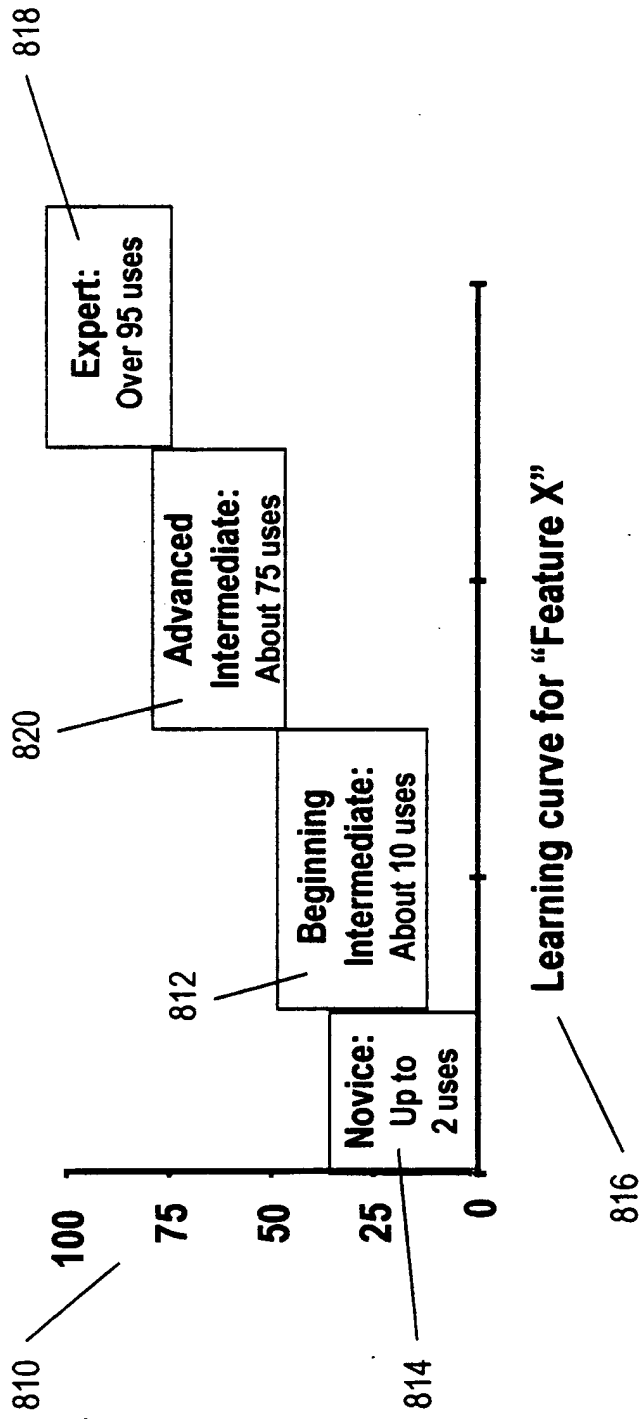
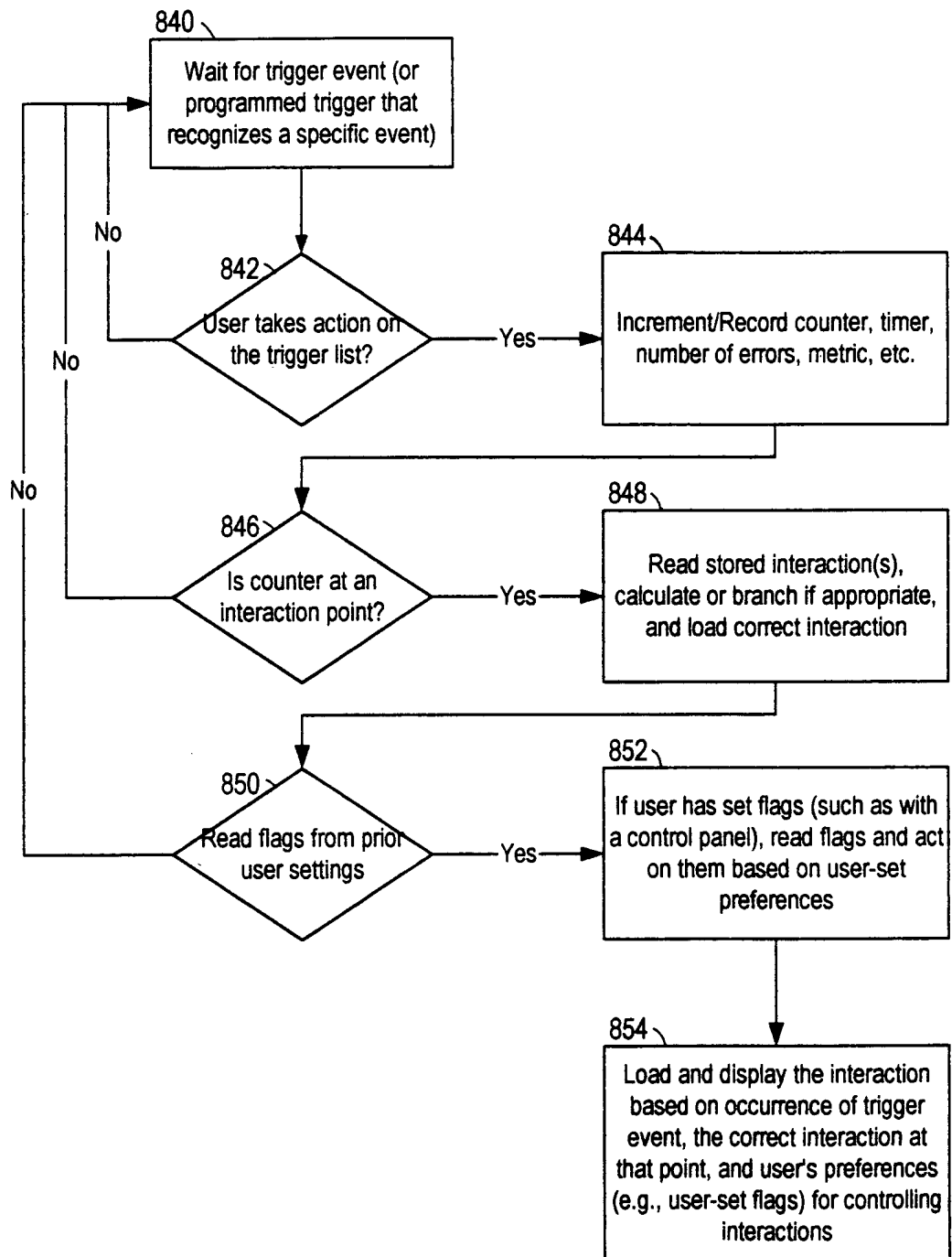


Figure 23



096691.08099

Figure 24

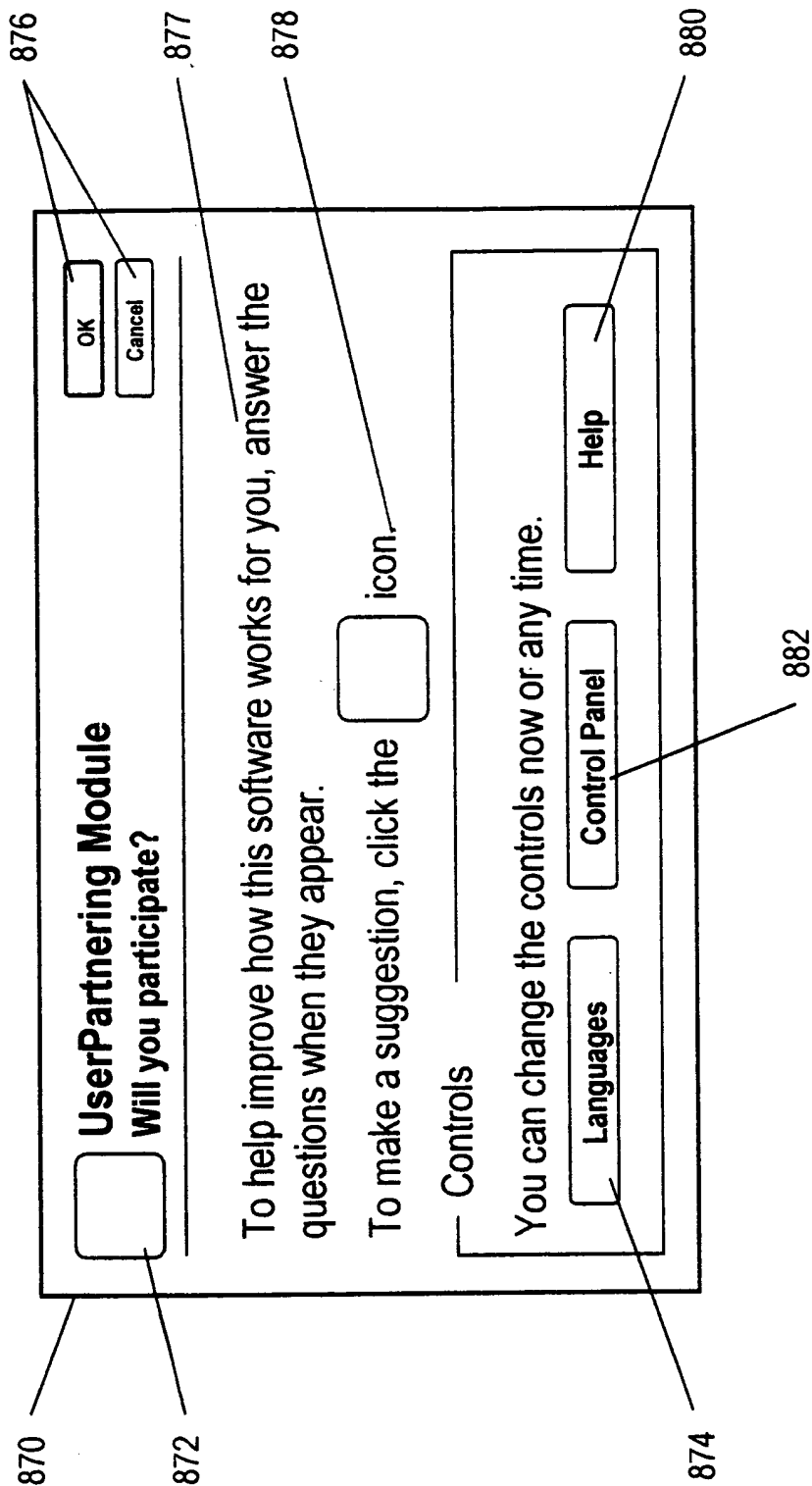


Figure 25

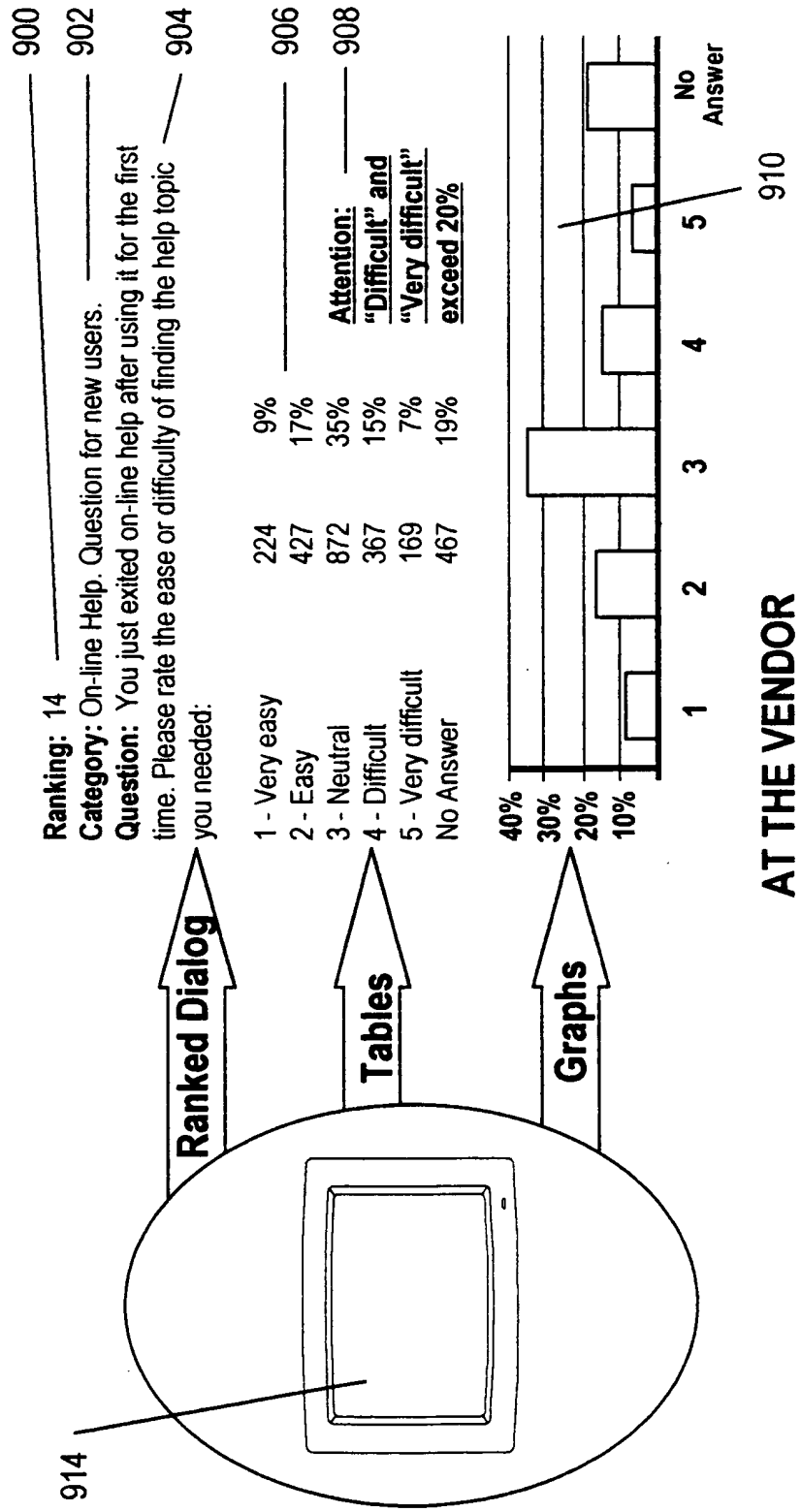


Figure 26

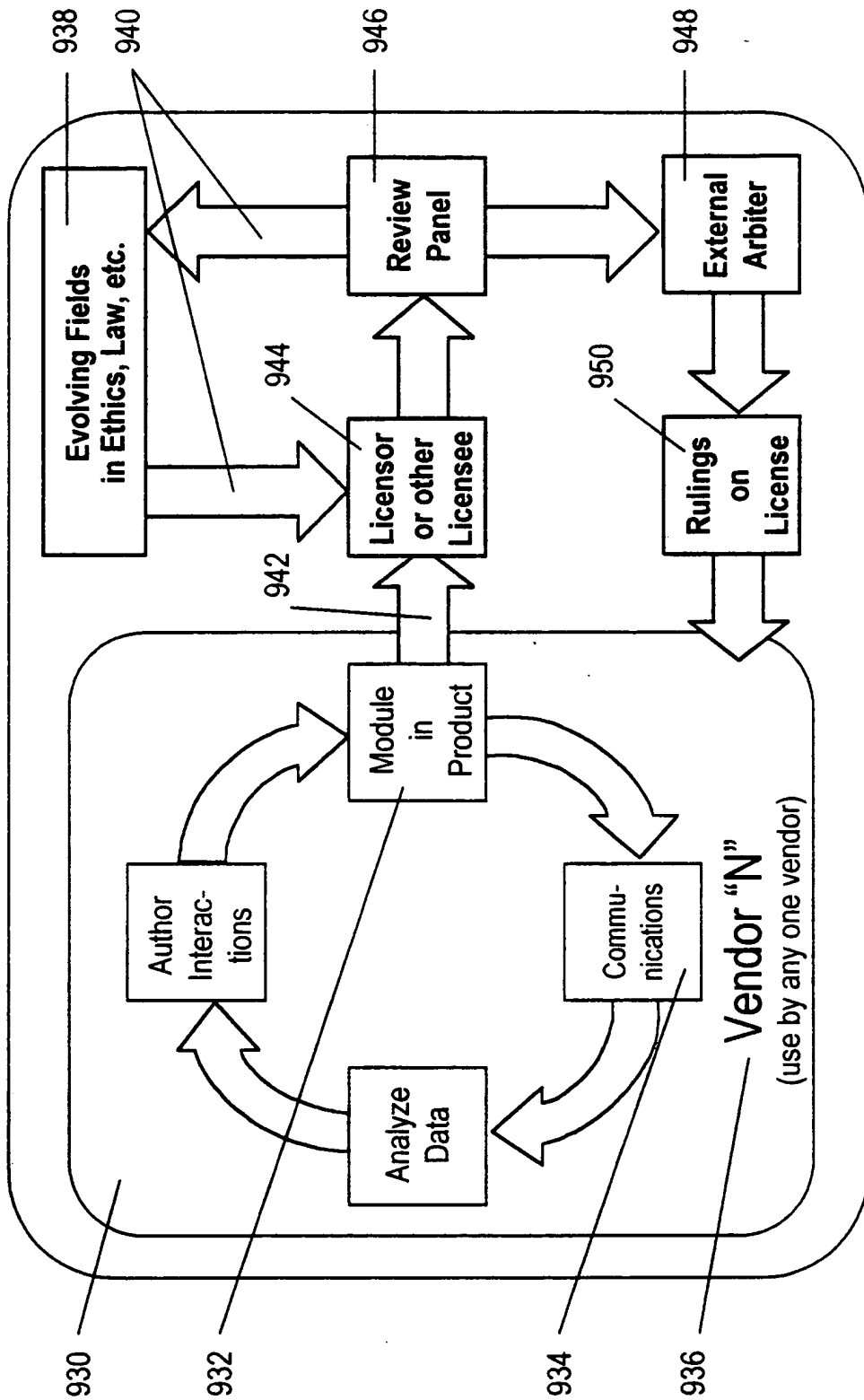
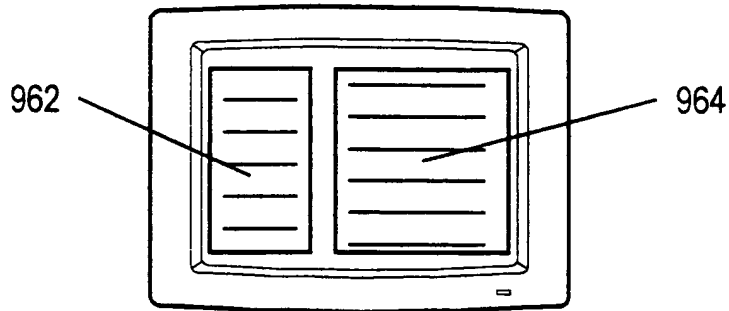


Figure 27A

Authoring System 960 AT THE VENDOR



UP Module 966 IN THE MARKET

A screenshot of a software dialog box. At the top left is a checkbox. To its right is the text 'Undo - Workflow Routing' and 'Question 1 of 1'. At the top right are two buttons: 'OK' and 'Cancel'. Below this is a horizontal line. Under the line, the text 'Very sure' is on the left and 'Very unsure' is on the right. Between them are five radio buttons. Below the radio buttons is the text 'You just used Undo. How sure are you of what to do at this point?'. Below that is the text 'What would help make this clearer?'. Below this text is a long rectangular input field. At the bottom center is a button labeled 'Control Panel'. A label '968' points to the 'OK' button. A label '970' points to the input field. A label '972' points to the 'Control Panel' button.

Figure 27B

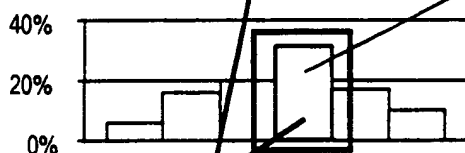
Analysis System

AT THE VENDOR

Category: UI accessibility.

Question: You just used Undo. How sure are you of what to do?

1 - Very sure	18	6%
2 - Sure	44	16%
3 - Neutral	55	20%
4 - Not sure	86	31%
5 - Very unsure	44	5%
No Answer	29	10%



Suggestions for "Not Sure":

- 4 - Where does "routing" send this?
- 4 - How can I find out who works on this next?
- 4 - Help!
- 4 - Show me a map of who gets this and when.

Figure 28

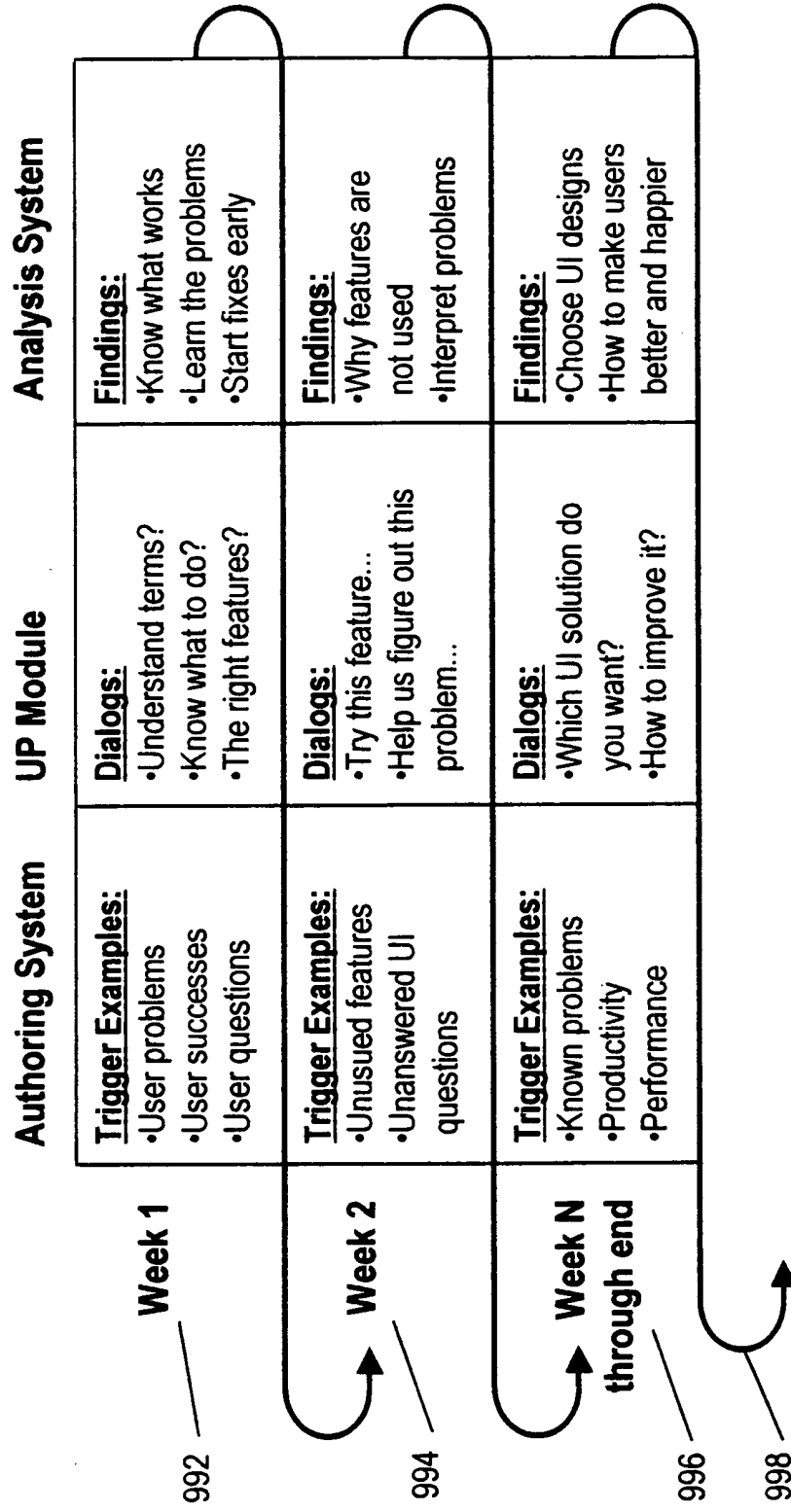
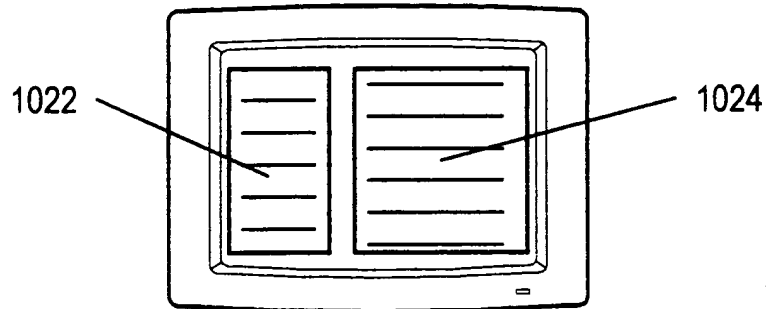


Figure 29A

Authoring System 1020 **AT THE VENDOR**



UP Module 1026 **IN THE MARKET**

A screenshot of a software dialog box. At the top left is a small square checkbox. To its right is the text "Learning Your Needs" followed by "Question 3 of 6". At the top right are two buttons: "OK" and "Cancel". Below this is a question: "Where did you see the ad(s) that led you to buy this product?". Under the question are six radio button options arranged in two columns: "Byte", "Computer Language", "Datamation", "CASE Trends", "PC Week", and "PC Computing". At the bottom center is a button labeled "Control Panel".

1030

Figure 29B

Analysis System

1032

AT THE VENDOR

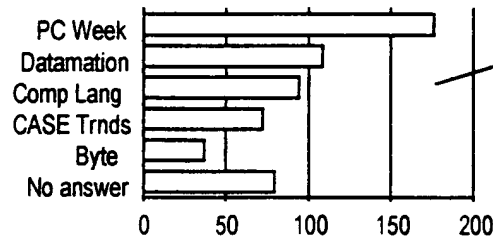
Category: Customers who bought and installed the product within one week.

Question: Which media worked during the first week of sales?

1034

1 - PC Week	176	31%
2 - Datamation	108	19%
3 - Computer Language	94	17%
4 - CASE Trends	72	13%
5 - Byte	37	7%
No answer	79	

1036

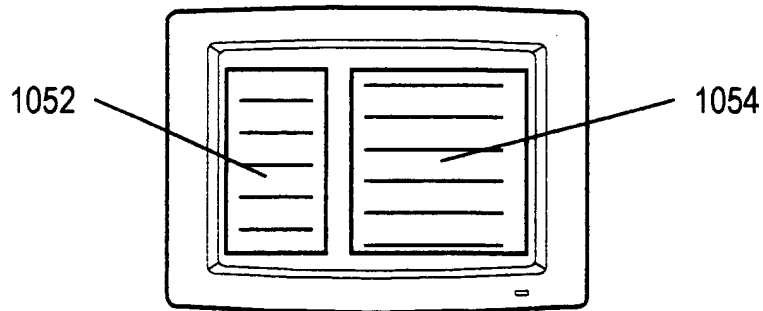


1038

663080" T6E69E60

Figure 30A

Authoring System 1050 AT THE VENDOR



UP Module 1056 IN THE MARKET

1058

☐ Workflow Routing
Customer Support Solution 1 of 3

OK
Cancel

1. Display the "Employee Map" that shows users.
2. To route your document to the proper users, drag and drop it on them in the proper order.

How would you make this clearer in the future?

1060

Display this solution again? ☐ Yes ☒ No

Next Solution Control Panel

1062

Figure 30B

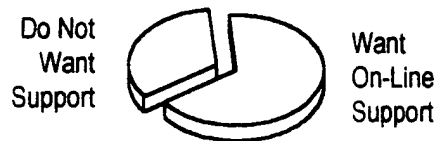
Analysis System

1064

AT THE VENDOR

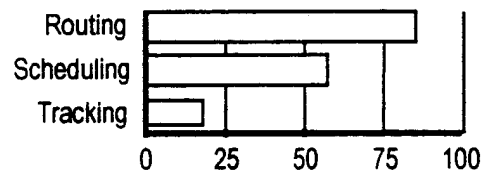
Category: User needs.

Question: Percent who want Customer Support delivered through the product.



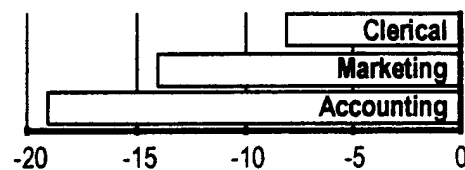
Category: Use of on-line Support.

Question: Percent who use on-line Customer Support, ranked by feature.



Category: Impact on performance.

Question: Change in error rates among users of on-line Support.

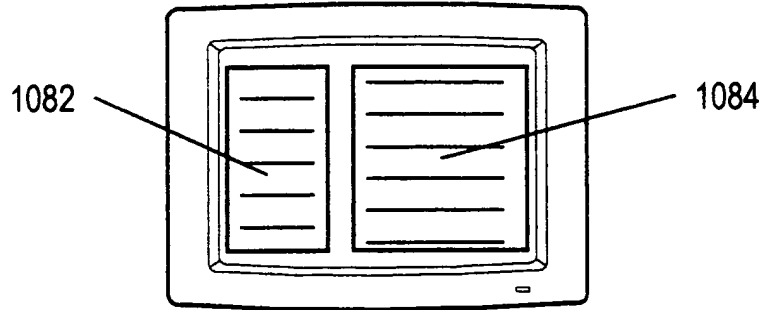


1066

669080" 16E69E60

Figure 31A

Authoring System 1080 AT THE VENDOR



UP Module 1086 IN THE MARKET

A screenshot of a software dialog box. At the top, it says "To Repair This Immediately Offer 1 of 1". Below this, there is a paragraph of text: "We will start fixing this problem within four hours if you buy an on-site service contract at this time. Would you like right now: (1) the price and terms of a service contract, (2) a way to buy this through your computer, and (3) an immediate service call?". Below the text are two radio buttons labeled "Yes" and "No". At the bottom of the dialog box is a button labeled "Control Panel". In the top right corner, there are two buttons labeled "OK" and "Cancel".

1090

669080 "T6E69E60

[illegible]

1092

Routed by E-mail to the Service Dept.:

1094

Service Contract Purchased: A customer just bought a service contract when a problem occurred. AN IMMEDIATE PHONE CALL AND SERVICE CALL ARE REQUIRED.

1096

Contact: Barbara Loucks, Manager
Competitive Advantages, Inc. —
500 New Strategic Way
Target City, ST 12345, USA
Telephone: (222) 333-4444
Fax: (222) 333-5555

1098

Problem Details

1100

- (1) a hardware/software summary,
- (2) an UP Module problem report, and
- (3) user comments.

Figure 32

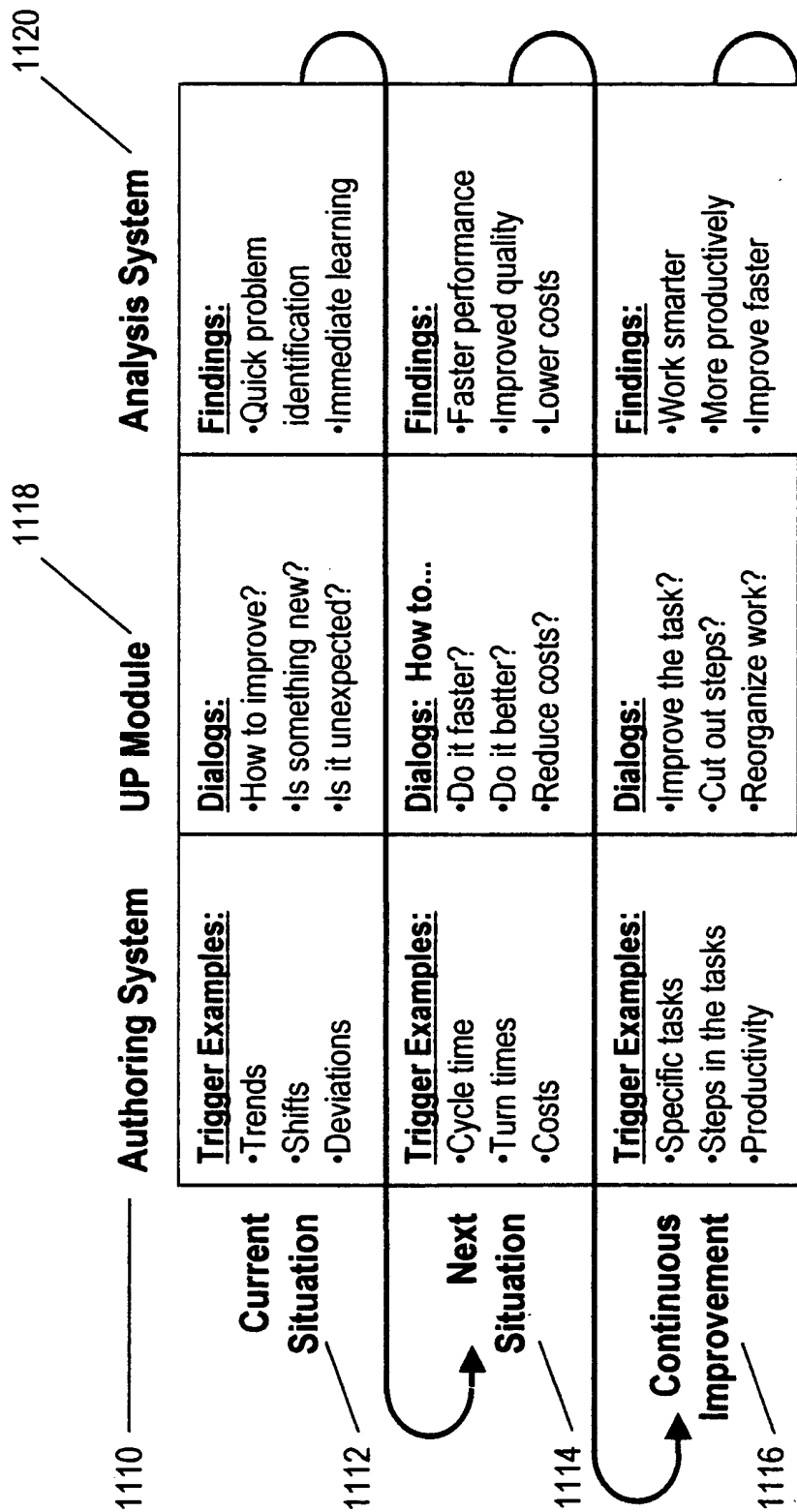


Figure 33

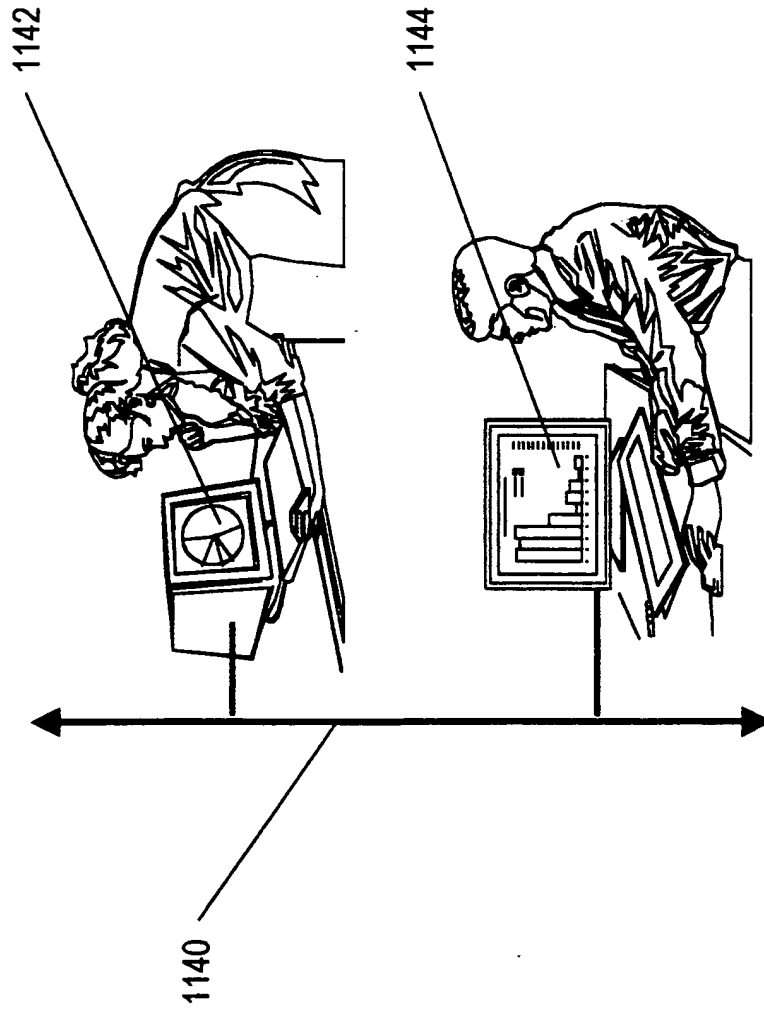
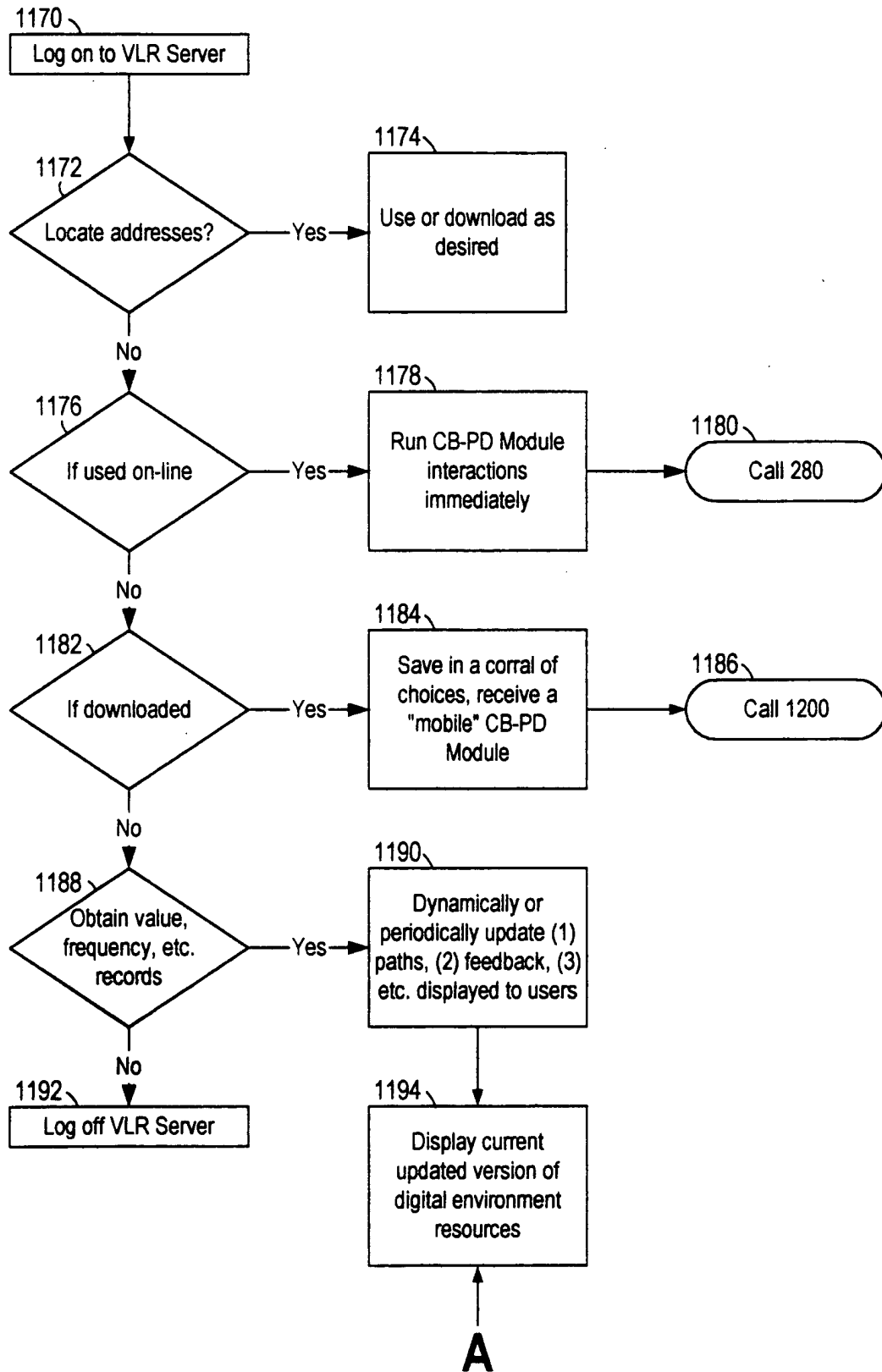
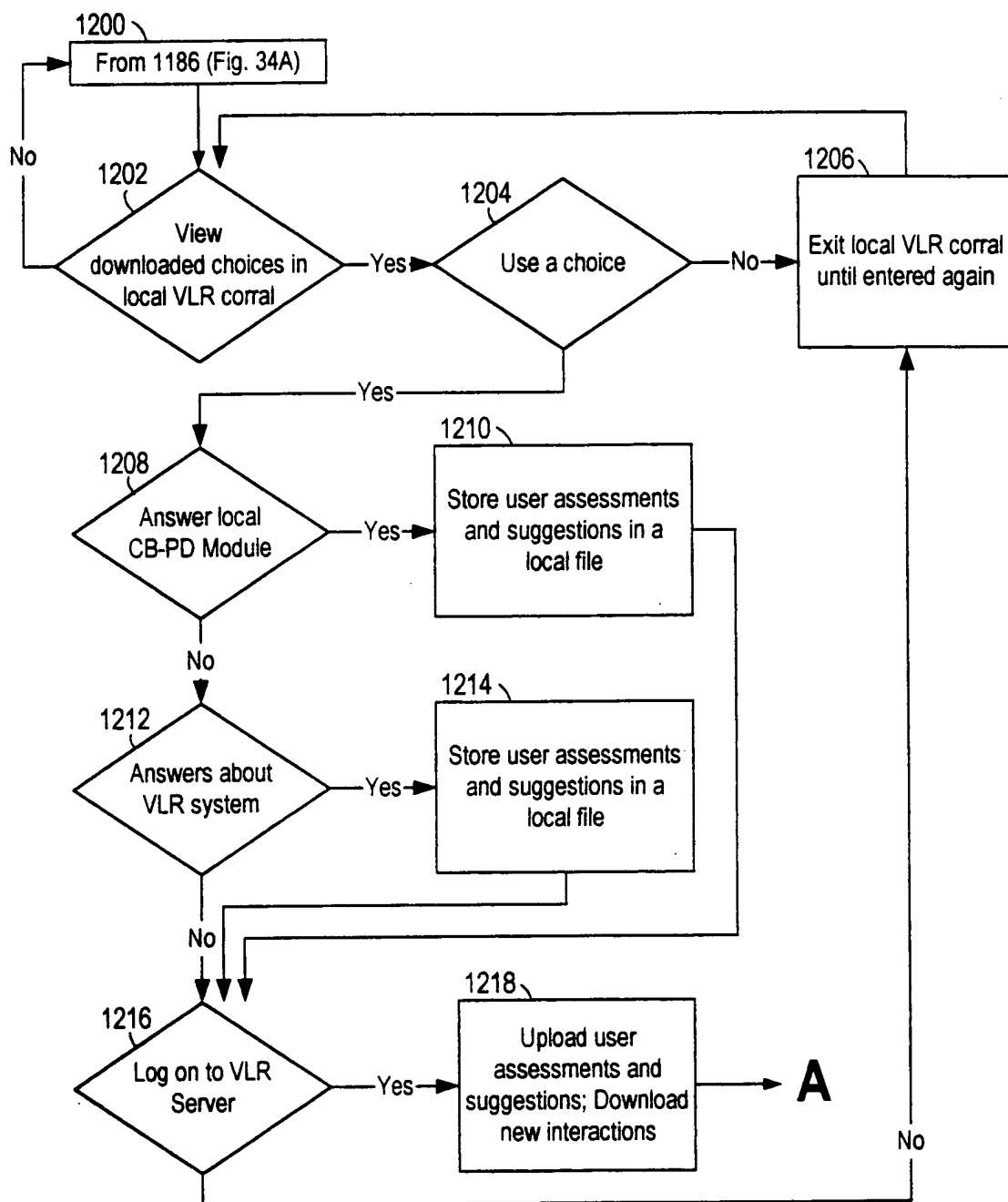


Figure 34A



653080" T669660

Figure 34B



659080" TEE69E60